26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 12, 1956 35¢ PER COPY

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the BIG 3

1 NEWS 2 MUSIC 3 SPORTS

are on the BIG 4

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit | Flint, Mich. | Jackson, Mich. | Saginaw, Mich.

BUY ALL 4 STATIONS..... SAVE 15%
BUY ANY 3 STATIONS..... SAVE 10%
BUY ANY 2 STATIONS..... SAVE 5%

Represented by HEADLEY-REED

The Community Stations

KNORR Broadcasting CORP.

KNORR STATIONS

Today's BIG 3 radio attractions—news, music, and sports—are on all four Knorr Stations in a BIG way! In the home or out, Knorr listeners get more and more of what they want . . . advertisers get more and more of what *they* want . . . *Results!*

WKMH DEARBORN Detroit

WKMF FLINT Michigan

WKHM Jackson Broadcasting & Television Corp. JACKSON Michigan

WSAM SAGINAW Michigan

WTVR

RICHMOND'S ONLY STATION IN THE
PREFERRED LOW END OF THE VHF BAND

CHANNEL 6

100,000 WATTS—1049 FEET

WTVR—RICHMOND'S FIRST
STATION IS RICHMOND'S BIG STATION
DELIVERING 408,240 TV HOUSEHOLDS

(Source—March 1956*)

*ADVERTISING RESEARCH FOUNDATION TV HOUSEHOLDS—UNDERWRITTEN BY ABC—CBS—NBC—NARTB—TVB

The South's 1st TV Station

A Service of
HAVENS & MARTIN, INC.

AFFILIATED WITH ABC
Represented by
BLAIR TV, INC.

say it with music

Now, 18 hours of

MUSIC

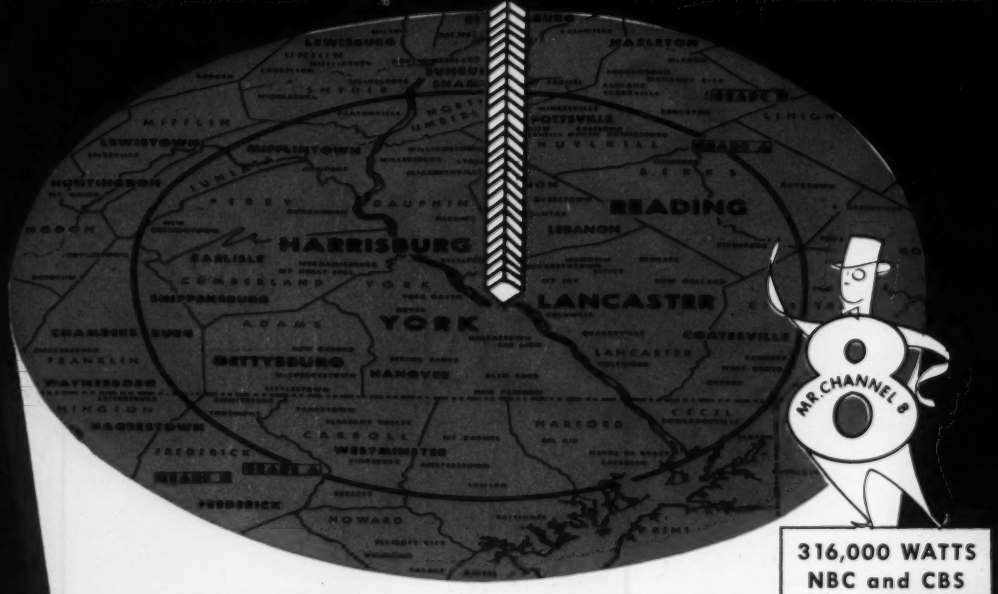
with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

for you to capture $3,634,410 in retail sales



316,000 WATTS
NBC and CBS

Vast in size and multi-city, America's tenth TV market is an important factor in your marketing and selling. High in quality, its 3 1/2 million people have an annual income of $5 1/2 billion, spend $3,634,410 a year. Capture the valuable WGAL-TV area through its 917,320 TV sets!

America's 10th TV Market

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative the MEEKER company, inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

PAYS TO ADVERTISE • Who among all CBS-TV and NBC-TV advertisers has been getting biggest discount? Not unexpectedly it's Procter & Gamble. In 1955 P&G earned discount of 48% from NBC-TV for sponsorship of Tennessee Ernie Ford show. In same year number of big CBS-TV accounts earned 25% discount—maximum allowed by that network.

B•T

THESE and other hitherto secret figures, now in hands of Celler Antitrust Subcommittee, make fascinating reading (see detailed story page 31). For first time network clients and their agencies can get complete and accurate information on what rivals have been paying for television network time.

B•T

STREIBERT'S FUTURE • Despite official silence as to his future, Theodore C. Streibert, who resigned last week as director of U. S. Information Agency, reportedly will join Nelson A. Rockefeller enterprises. Mr. Rockefeller, now back in private life, served until few months ago as special assistant to President Eisenhower and was vice chairman of top-level Operations Coordinating Board. Mr. Streibert was board member.

B•T

ANNOUNCEMENT of successor to Mr. Streibert as chief of USIA may come this week. At least two men reportedly were under consideration: Abbott Washburn, now deputy director of USIA, and Sylvester L. (Pat) Weaver Jr., former NBC board chairman. Mr. Weaver is due back from European vacation this week.

B•T

TOWER GUARDS • Legislation proposing that FCC take jurisdiction over abandoned communications towers, with authority to force their continued lighting or demolition where hazards are involved, will be proposed at next session of Congress. Already approved by Tall Tower Committee, made up of executives of various government agencies (Comr. Robert E. Lee is FCC member), proposal now is before FCC for consideration and clearance with Budget Bureau.

B•T

PROPOSAL for abandoned tower jurisdiction was in works long before last week's crash of private plane into WOR-TV's abandoned tower at North Bergen, N. J., on Palisades across from New York (see story page 82). Accident precipitated high-level discussions last Friday of NARTB, FCC and other Washington groups identified with tall tower question.

B•T

20-22 MGM VISION • MGM has made its 20th feature package transaction, reportedly running in excess of $1 million for seven-year contract, to ch. 2 WSB-TV Atlanta, nation's 22d tv market. Meanwhile MGM is planning new short subject-cartoon package which probably will be launched for direct sale shortly after first of year.

B•T

COINCIDENT with short subject-cartoon exploration, Charles C. (Bud) Barry, vice president in charge of Loew's television division, shortly will announce appointment of Jack Tilden, former Loew's international executive, to head that short subject-cartoon division. Mr. Barry plans to leave next weekend for Europe in connection with Loew's business, including activity on filming of "Goodby Mr. Chips" for tv.

B•T

UHF-VHF PLANS • While it's yet too early to determine what FCC's ultimate decision will be on overall deintermixture problem, sentiment seems to be crystallizing on these bases: All 83 channels (12 vhfs and 70 uhf) must be retained; there should be minimum upsetting of existing assignments with current effort to authorize as rapidly as possible at least three comparative competitive services (whether uhf or vhf) in perhaps 150 markets, with fourth station in larger ones; there should be no deintermixing to uhf except on voluntary basis; smaller markets should look to uhf; ultimate long-range solution will be all-wave receiver which would then allow "intermixture" without discrimination to uhf since all stations could be picked up on same set.

B•T

RE allocations approach, FCC cannot be regarded as unanimous on any pat solution. FCC's newest member, Comr. T. A. M. Craven, who has been pondering all aspects of question since he assumed office last July, reportedly has about made up his mind on above approach. Fundamental in this concept is keeping uhf alive and healthy pending technological progress, and no intrusion of vhf in areas which are now exclusively uhf.

B•T

COKE TO SPOT • Coca-Cola Co., New York, dropping its network show in February, is expected to place that nearly $3 million dollar budget into spot and regional television buys to cover selected markets. Firm's *Eddie Fisher Show*, twice weekly on NBC-TV, 7:30-45 p.m., will be dropped at end of February. McCann-Erickson, New York, is agency.

B•T

THERE'S undercurrent of discontent among some Radio Advertising Bureau members as annual meetings loom this weekend in New York. Under question is failure of RAB to take part in NARTB regional meetings. Some broadcasters protested during eight regional sessions because RAB provided no sales aids whereas Television Bureau of Advertising staged dramatic presentations and provided fund of basic helps for stations. Complaint was heard that RAB made intemperate replies to suggestions it should participate in NARTB autumn conferences.

B•T

MEN OF THE YEAR • With assumption of an executive vice presidency at NBC by Robert E. Kintner, January 2, RCA-NBC becomes only organization having two "Man of the Year" citations from NARTB. Brig. Gen. David Sarnoff, president of parent RCA company, received first award in 1953, while Mr. Kintner was recipient this year as president of ABC. In between recipients were CBS Board Chairman William S. Paley and Mark Ethridge, publisher of *Louisville Courier Journal and Times* (WHAS-AM-TV) who served as interim president of old NAB in 1938.

B•T

CLEAR CHANNEL case, which has been receiving more than cursory consideration from FCC in last fortnight, is scheduled for final action at meeting Nov. 20, with several alternatives possible (see story Nov. 5). Prior to consideration, General Counsel Warren E. Baker will advise FCC whether he feels Comr. T. A. M. Craven can participate since proceeding is "legislative" rather than adversary. This presumably arose because Comr. Craven, as engineer, participated in original clear channel proceedings in 1946 for then Regional Station Group.

B•T

HOUSE BLACKOUT • One post-election spectre that may haunt broadcasters for another two years is electronic blackout imposed on House committees by Speaker Sam Rayburn. Despite Senate's more liberal rules, which give committees discretion to allow radio-tv pickups, Speaker Rayburn heretofore has stubbornly held to personal antipathy toward camera-microphone coverage. He's openly bitter against bright lights and other trappings but his friends recall he softened long enough at 1952 Democratic convention to let young lady makeup artist prepare him for camera by powdering his glossy pate.

B•T

ABC-TV's new management, headed by American Broadcasting-Paramount Theatres President Leonard H. Goldenson with Oliver Treyz in charge of tv network, is looking toward gross billings in vicinity of $70-75 million this year, as compared to $51 million in 1955. During first eight months this year, network grossed $50 million as against $28 million in same period last year—but not in proportion to gains made in earlier part of 1955.

Indianapolis wakes to music ...and more with

PANORAMA

Panorama . . . THE eye-opener for Indianapolis, each weekday morning . . . 3½ hours of panorama programming, featuring music, news, sports, special events; specially tailored for Indianapolis early birds, and late-sleepers, too. It's a new and unique concept in radio programming . . . one that *keeps* Indianapolis listening, all morning long. Minute participations available. See the Bolling Company.

WISH-radio

Basic affiliate CBS radio network
1310 on every dial

November is Wake to Music Month

at deadline

NBC RADIO SETS CROSS-COUNTRY MEETS TO SELL OUTLETS NEW PROGRAM PLANS

NEW NBC RADIO program plans "so important that they should be considered in detail by all affiliates" will be spelled out in series of regional meetings starting Thursday in New York, Lester Lindow, WFDF Flint, Mich., chairman of NBC Radio Affiliates Executive Committee and of NBC Affiliates Program Advisory Committee, announced Friday after all-day meeting of those two groups with NBC officials in New York.

He said plans, developed by NBC in consultation with program advisory committee, were given "enthusiastic endorsement" by executive committee. In wires to all NBC Radio affiliates announcing schedule of regional meetings, he described plans as including:

Provision for affiliates to sell any open commercial positions in the network programs, subject to network recapture; all station breaks to be 70 seconds, permitting one-minute local commercial availability; national and international network 5-minute news on hour 7 a.m. to 11 p.m., local time across country, using all of NBC's news resources to report on events from the scene; a new "hot line" service linking affiliates with NBC's news center at all times so that they can carry news breaks from scene whenever they happen; three blocks of daytime programming consisting of strengthened *Bandstand* in morning, and hour personality show and two hours of drama in afternoon; strengthened evening programming developed and scheduled specifically to meet affiliates' needs; *Monitor*, with further improvements.

Matthew J. Culligan, vice president in charge of radio network, who with NBC President Robert Sarnoff headed NBC delegation at Friday meeting, is slated to lead regional sessions, which are scheduled as follows: New York Nov. 15; Chicago Nov. 16; Atlanta Nov. 19; Dallas Nov. 20; San Francisco Nov. 26. Meeting places and times to be set. Affiliates were asked to let NBC know which session they would attend.

Mr. Lindow's wire said executive committee "realizes the operational problems some stations may have with network news on the hour, but after reviewing the complete plans we believe that this feature plus the 'hot line' operation will give the stations and their audiences the most distinctive and comprehensive news service in the world. We believe that the values of this service to the affiliates are so important that we have given the plans our unanimous endorsement and feel that you will do likewise when you have had a chance to consider the full details at the regional meetings."

NBC officials reportedly will advise affiliates by closed circuit today (Mon.) that "hot line" news service will go into effect this week.

Gov. Clement Defends BMI In Speech to Country DJ's

GOV. FRANK CLEMENT of Tennessee told Country Music Disc Jockey Festival at Nashville Friday he will ask to appear before Celler antitrust subcommittee to tell "truth" about music copyright monopoly. Writers of folk songs, which he called "the music of the people," were monopoly victims prior to formation of BMI, Gov. Clement said, adding that handful of Tin Pan Alley and Hollywood writers got all music profits.

Gov. Clement, who attracted nation's attention as keynote speaker at Democratic convention last summer, had 1,500 delegates cheering wildly as he said BMI deserved much of credit for growth of country music into $50 million publishing business. He called this "a triumph of the American concept of small business" in face of tight but powerful monopoly.

Gov. Clement predicted monopoly attacks on BMI "will not succeed." He called accusations at Celler subcommittee hearings "fantastic" and "resented" attacks on integrity of 4,000 broadcasters and their employes. Eighty-five per cent of tv music performances are those of copyright control group, he said, answering "weird testimony" before Celler group.

Plot of music monopoly to stifle competition also would stifle country music, he argued, doing away with BMI as well as those whose income comes from country music. "You can count on me," he said, in promising to answer "insidious and insulting" attacks on BMI and country music made at Celler hearings.

FTC Charges Roto-Broil With Faking List Prices

FEDERAL Trade Commission today (Mon.) filed complaint against Roto-Broil Corp. of America, Long Island City, N. Y., charging misrepresentation of list price of "Roto-Broil" electric broiler-rotisserie. FTC alleged company, through advertising in newspapers, magazines and on radio-tv, offered Roto-Broil at what was claimed as substantial reductions from regular retail price. In fact, FTC claimed, so-called regular prices were in excess of true prices, there were no savings, and offers of gifts were actually paid for in price of article. Action by FTC followed intensive National Better Business Bureau campaign against what it terms fictitious list prices used by manufacturers in order to permit retailers to advertise below-manufacturer's prices on products.

Schacht Heads Calif. Assn.

JOHN H. SCHACHT, vice president-general manager, KBET-TV Sacramento, Calif., elected president, California State Radio & Tv Broadcasters Assn., at annual meeting Friday in San Francisco. Mr. Schacht succeeds George Greaves, general executive, KRCA (TV) Los Angeles. Other new officers: George Whitney, KFMB-AM-TV San Diego, first vice president; Loyd Sigmon, KMPC Los Angeles, vice president for radio; Joe Drilling, KJEO (TV) Fresno, vice president for tv; J. G. Paltridge, KROW Oakland, secretary-treasurer, and M. F. Woodling, KHSC Chico, director. Record attendance of 95 broadcasters.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 44.

GIFT SUGGESTION • New York Telephone Co. planning to promote colored extension phones as Christmas gifts via radio spot announcements on 90 stations in New York state to start Nov. 26 for three weeks. BBDO, N. Y., is agency.

COFFEE TIME • Spot radio will be used exclusively by Pan-American Coffee Bureau, N. Y., to support eighth consecutive year-end highway safety campaign. Through agency, Robert W. Orr Assoc., N. Y., campaign will consist of 20-second announcements in 48 markets on Saturdays and Sundays before Christmas and New Year's, stressing slogan: "Stay alert, stay alive, make it coffee when you drive." Agency is attempting to line up time for 10 announcements per weekend in each market. Copies of jingle containing slogan will be made available to members of coffee trade for use in their own radio advertising.

BIG PLANS • Lever Bros. (Silverdust), N. Y., considering 1957 plans, is expected to include another radio spot campaign which if approved would start in January. Firm used approximately 80 to 100 markets in last radio spot schedule. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

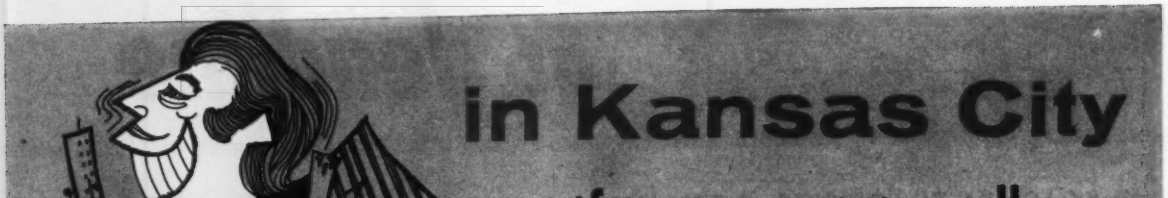
BON AMI BLITZ • Bon Ami Inc. (Jet Bon Ami), N. Y., will put on another advertising push—in addition to one placed in September—with saturation radio, television, and newspaper campaign. Radio schedule will run in from 25 to 30 markets followed two weeks later by television spot saturation drive in 70 to 80 markets, plus newspaper campaign. Ruthrauff & Ryan, N. Y., is agency.

FIRST DATE • A & P Coffee Div. of Great Atlantic & Pacific Tea Co., N. Y., is planning to use radio for first time in its advertising history. Account will place two-week campaign in several major cities, starting in New York with 13-week campaign. Paris & Peart, N. Y., is agency.

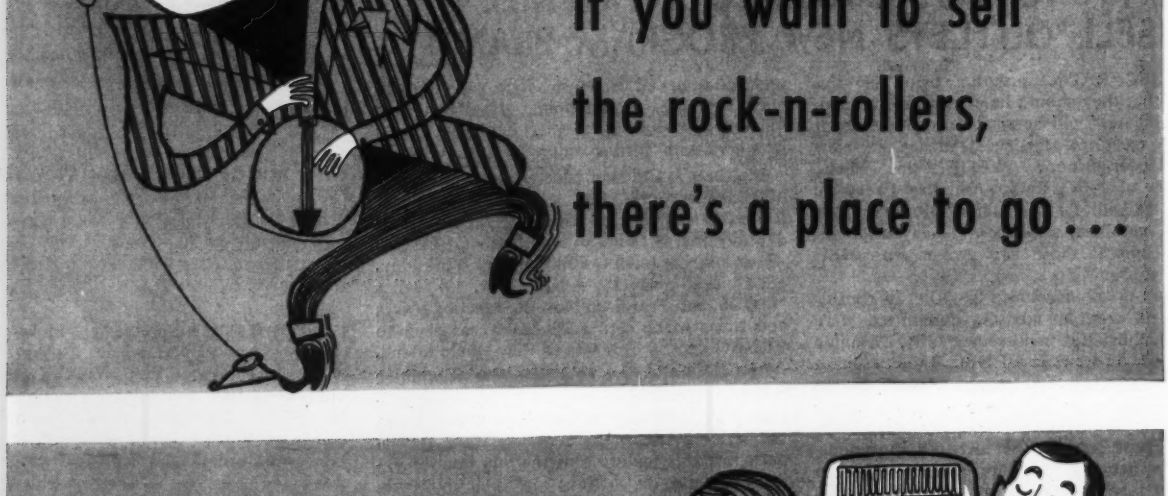
FARM MARKET • Chilean Nitrate Bureau (nitrate fertilizer), N. Y., planing radio spot campaign in farm programs to start Dec. 3 for four months in from 10 to 20 southern markets. Erwin, Wasey, N. Y., is agency.

BAYUK BUYING • Bayuk Cigar Corp. (Phillies cigars), Philadelphia, is looking for adjacencies and participations in sports programs and newscasts in radio-tv campaign to break early in January. Al Paul Lefton, N. Y., is agency.

GOING SOUTH • A. Lustig (Nifty waffles), Brockport, N. Y., planning radio spot campaign starting early next year in southern markets. Agency: Storm Adv., Rochester, N. Y.



in Kansas City
if you want to sell
the rock-n-rollers,
there's a place to go...



but if you want to sell
the whole family
it's KCMO radio

Basic CBS—50,000 W.
Joe Hartenbower, Gen. Mgr.
R. W. Evans, Commercial Mgr.

KCMO...One of Meredith's Big 4...All-Family Stations.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	820 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

FCC Begins to Study Allocations Above 890 Mc

FCC announced Friday it was opening up what it called "preliminary fact finding hearing" on all service allocations above 890 mc. The allocations study—first since early post-World War II days—encompasses all uses from 890 mc to 30,000 mc, among which are radio and tv studio-transmitter links, remote pickups and intercity relays.

Move is seen as first step in overall allocations review which will probably include spectrum between 30 mc and 890 mc (where fm and tv bands are located).

Comments from interested parties regarding assignments in microwave bands above 890 mc are requested by Jan. 7, 1957. Move was agreed to by five commissioners, with Comr. Richard A. Mack dissenting on, it is understood, ground that FCC policy on economic protection to common carrier services not open to question. Comr. John C. Doerfer was out of town.

Microwave hearing will be held at date to be announced. Questions raised and on which comments are solicited include: Present and future demands for both common carrier and private point-to-point system; if shortages of frequencies develop to point where common carriers cannot satisfy all customers, should system of priorities be established; eligibility standards for point-to-point use; shared vs. exclusive use; common carrier vs. private point-to-point use; interconnection; land mobile, ISM and navigation requirements; broad vs. narrow band; common engineering standards, etc.

Segments of spectrum of interest to broadcasters include 890-952 mc, used for radio and tv-aural communications; 1990-2110 mc, 6875-7125 mc and 12,700-13,200 mc, all of which are used for tv.

Desilu, NTA Contract For Six Tv Film Series

DESILU Productions will produce six new tv film series (half-hours) for National Telefilm Assoc., and its NTA Film Network, Ely A. Landau, president of NTA, New York, and Desi Arnaz, president of Desilu, Hollywood, are announcing today (Mon.). NTA's initial investment for new programs is in excess of $500,000. Shows to be offered next season for sale by NTA on its film network as well as on other tv networks, with certain series to be offered for regional sponsorship.

In concluding pact, both firms exercised options contained in original production arrangement between them last July when Desilu started production of *The Sheriff of Cochise*, for NTA and which now has been sold in more than 125 markets. New pact is described as one of biggest of its kind and follows closely on heels of NTA's double agreement with 20th Century-Fox Film Corp. [B•T, Nov. 5].

Series in preparation to range from adventure stories to situation comedies, and marks "first time that a film distribution company will have available such a wide range of outstanding programming from one studio," Mr. Arnaz said. NTA observed it has minimum of 10 tv film series now scheduled for production assuring its film network's current supply of 1½ hours of programming weekly to affiliates.

WHOSE TOWER?

U. S. ARMY has been negotiating over past four months to acquire WOR-TV New York standby tower which was struck by plane with five resultant deaths last Thursday (earlier reports said six persons were killed; see story, page 82), station officials revealed Friday. Army, which reportedly wants to dismantle and then reassemble 760-ft. tower at Aberdeen (Md.) Proving Grounds, is slated to give its decision Nov. 16. Price not disclosed.

Spokesmen also revealed tower is not owned by WOR-TV but by R. H. Macy Employes Pension Fund, which leased it to station under long-term contract when General Teleradio acquired Macy interests in WOR-AM-TV.

Network Tv Gross Sales Up 18% for September

NETWORK TV gross time charges totaled $39,107,409 in September compared to $33,044,766 for like month last year, gain of 18.3%, according to Publishers Information Bureau compilation. Each network boosted billing: ABC-TV by 36.7%, CBS-TV by 21.1% and NBC-TV by 9.8%. Total for nine month period of all networks was $353,961,824, or 21.8% above last year's Jan.-Sept. period. The totals:

	Sept. '56	Sept. '55	Percent Change
ABC-TV	$ 5,638,376	$ 4,123,780	+36.7
CBS-TV	$18,399,872	$15,188,805	+21.1
DuMont	—	$ 11,538	—
NBC-TV	$15,069,161	$13,720,643	+ 9.8
Total	$39,107,409	$33,044,766	+18.3

	Jan.-Sept. '56	Jan.-Sept. '55	Percent Change
ABC-TV	$ 56,493,853	$ 32,718,864	+72.7
CBS-TV	$162,811,764	$138,474,755	+17.6
DuMont	—	$ 3,102,708	—
NBC-TV	$134,656,207	$116,265,935	+15.8
Total	$353,961,824	$290,562,262	+21.8

AFTRA Strike in Seattle

AFTRA local voted at weekend to strike four Seattle stations—KIRO, KING, KOMO and KJR. Strike sanction was asked of Seattle Central Labor Council's executive board after union reportedly rejected $4.40 weekly wage increase for announcers. George Peckham, AFTRA executive secretary, said walkout would include KOMO-TV and KING-TV.

Jensen Offered TASO Job

AXEL G. JENSEN, Bell Labs. director of television research, has been offered $25,000 year job as executive director of Television Allocations Study Organization. Offer was made at executive board meeting Friday at NARTB headquarters in Washington. Response from Mr. Jensen, who was present at Friday's meeting, expected by or before Nov. 20 when next executive board meeting is scheduled. TASO was set up at request of FCC to study uhf-vhf problems, advise Commission on future of uhf. It is composed of representatives of five broadcast groups. Post of executive director had first been offered to Arthur V. Loughran, IRE president and former research v.p., Hazeltine.

PEOPLE

HARRY MASON SMITH, WLW Cincinnati veteran executive, is retiring as vice president of Crosley Broadcasting Corp. and active head of WLW Cincinnati Dec. 1. After extended vacation, Mr. Smith will continue as special representative and consultant periodically with firm. Mr. Smith has been associated with James Shouse, chairman of board, and Robert Dunville, president of Crosley Broadcasting, for past 25 years. He has served as manager of service department, eastern sales manager, general sales manager, vice president in charge of radio and television and then head of WLW.

CHRISTY WALSH JR., Ted Bates & Co. producer on Colgate-Palmolive's *The Millionaire*, to agency supervisor on C-P's *Strike It Rich*, both CBS-TV programs, in Hollywood. **GRANT TYLER,** production assistant in New York office, to Hollywood office as tv producer.

DAVID P. EVANS, WOR-TV New York operations manager; **RICHARD SIMON,** tv director of WATV (TV) Newark, and **WILLIAM TERRY,** with Bryan Houston, N. Y., all joining tv department, Ogilvy, Benson & Mather.

Nearly $1 Million Involved In Station Sales Friday

STATION SALES Friday involved total of almost $1 million.

KOMA Oklahoma City, Okla., 50-kw outlet, sold by multiple station owner John T. Griffin, for $342,500, according to Blackburn-Hamilton Co., Washington, broker negotiating sale. Transfer is subject to FCC approval.

Purchasing group is comprised of Myer Feldman, counsel, Senate Banking & Currency Committee; Burt Levine, president, WROV Roanoke, Va.; Arnold Lerner, sales manager, WCMS Norfolk, Va., and Donald Rubin, Florida banker. KOMA, founded in 1927, is CBS affiliate and operates on 1520 kc. KOMO tv affiliate, KWTV (TV), not involved in sale.

Ownership of KOOK-AM-TV Billings, Mont., will go to Joseph S. Sample, current president and 10% owner of stations, application filed for FCC approval indicated. Transfer of control being worked out in this fashion: Licensee Montana Network Inc., paying $403,650 for 1,242 shares from 12 stockholders; Mr. Sample paying $121,800 for 406 shares owned by C. L. Crist, and $14,625 for 45 shares owned by V. V. Clark; John Glenn Sample, father of Joseph S. Sample, paying $35,595 for 41 shares treasury stock. Ownership will be held 93.28% by Joseph Sample; 5.85% by John Glenn Sample.

Application filed with Commission to sell KBMI Henderson and KSHO-TV Las Vegas, both Nev., from Moritz Zenoff to Television Corp. of America (Zugsmith-Hogan-Oxarart-Feldman interests) for approximately $200,000. This supersedes prior applications which proposed to sell 50% interest in tv outlet to Wilbur Clark, Desert Inn owner, and then transfer station to Tv Corp. which was subject of FCC McFarland letter.

Davis Takes in Partners

NEW engineering firm, George C. Davis Consulting Engineers, formed Friday with four members of Mr. Davis' staff becoming partners. Joining him in partnership are Julius Cohen, Robin Compton, Walter L. Davis and Ralph E. Dippell. Offices will continue in Munsey Bldg., Washington. Mr. Davis, who had been at FCC, predecessor FRC and Dept. of Commerce radio staff, set up consulting firm in 1937 with E. C. Page. He formed own firm in 1942.

the week in brief

CBS, NBC 1955 TV SALES

B•T calculations from gross charges and discounts reported by NBC-TV and CBS-TV to Celler Committee reveal year's actual gross and net time sales for first time, plus breakdown of what all clients paid for time 31

SPOT RADIO, THAT'S ALL

Leeming (Ben Gay)-Pacquin (Silk 'n' Satin) organization puts entire 1956-57 advertising budget into spot radio, using daytime and evening announcements in 200 markets 44

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15 YEARS—AND 10 DAYS

After operating on a temporary basis on 770 kc since 1941, KOB Albuquerque is given 10 days to agree to adjust its facility to protect WABC New York 66

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Cleveland broadcasters add newscasts, news features, to keep city informed during newspaper strike; retailers step up use of radio, tv 76

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Reach public fast and accurately as networks team men and electronic machines to report vote counts across nation 86

IT'S 'LANDSLIDE' FOR RADIO-TV, TOO

Head of American Heritage Foundation calls near-record vote "tribute to the power and responsibility" of American radio and television 88

TV SATURATION BY 1966

Sylvania's Mansfield foresees 74 million sets in use in 10 years time, virtually all color, with total electronics volume doubling in decade 94

BPA SESSIONS THIS WEEK

Sessions of Broadcasters Promotion Assn. get underway next Friday in Chicago. Full agenda released . . . 100

NARTB'S STRATEGY VS. AT&T

Is revealed when minutes of 1955 meeting of association's Television Transmission Tariffs Committee are entered in record of House Antitrust Subcommittee 104

MUSIC-NEWS RADIO DEFENDED

WBC's McGannon speaks up for maligned music-and-news format as "completely sound and proper" and popular, too, in talk to New Jersey broadcasters 106

WORKSHOPS SET FOR RTNDA MEET

Charles Day, WGAR Cleveland, will head session on radio; Jack Knell, WBTV (TV) Charlotte, will be chairman of tv session, at news directors Milwaukee meeting, Nov. 15-17 . . 108

TV CODE CRACKDOWN COMING

Self-policing operations of tv broadcasters are entering phase two, G. Richard Shafto, Code Review Board chairman, tells B•T in exclusive interview 110

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Broadcasting Publications Inc.
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BROADCASTING TELECASTING

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*Reg. U. S. Patent Office

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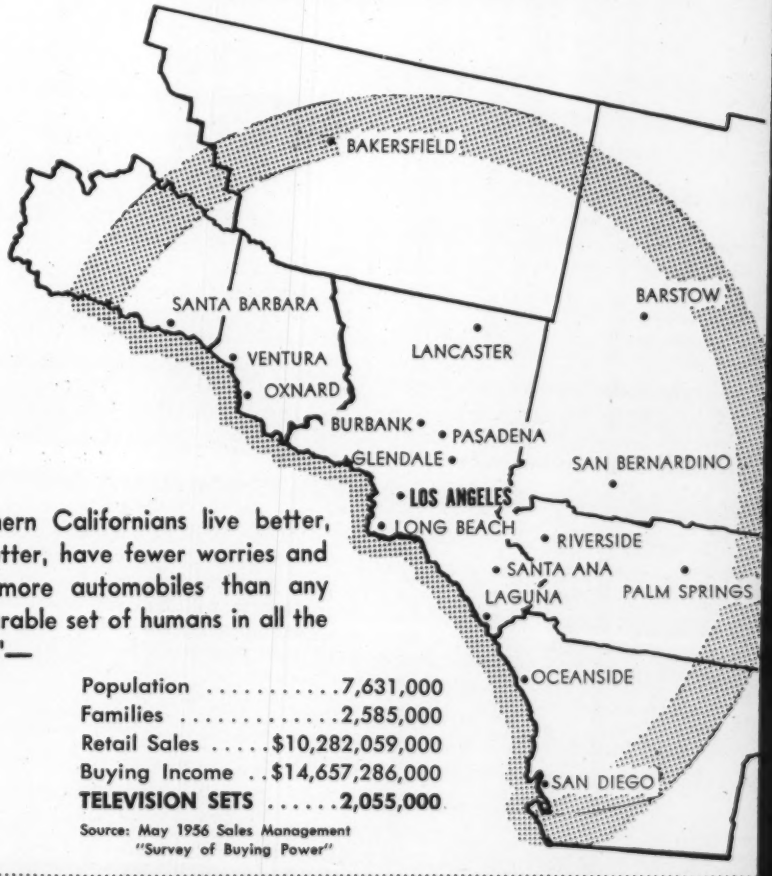
KTLA

CHANNEL 5

Towers Over Southern California's GOLD COAST

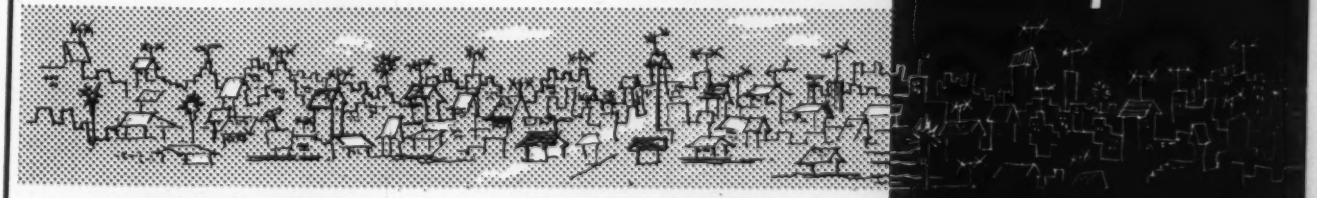
—The Nation's Second Richest Television Market!

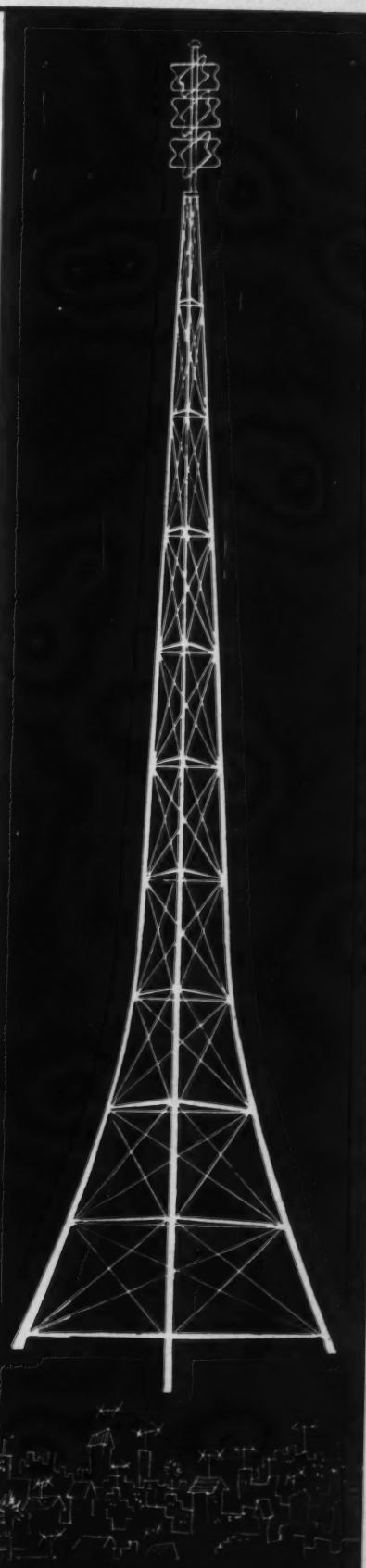


"Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world!"—

Population	7,631,000
Families	2,585,000
Retail Sales	$10,282,059,000
Buying Income	$14,657,286,000
TELEVISION SETS	**2,055,000**

Source: May 1956 Sales Management "Survey of Buying Power"





5800 Sunset Boulevard • Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, INC.

• "The reception is wonderful and I just can't express the thrills we have because you are affiliated with CBS."
BLUEFIELD, WEST VIRGINIA

• ". . . .You are certainly putting a beautiful picture down here."
RANDLEMAN, NORTH CAROLINA

• "I thought maybe you would like to know that I am getting a perfect picture, and we're 96 miles from the city limits of Roanoke."
WAYNESBORO, VIRGINIA

• "Your picture by far exceeds any we have ever had here."
RUPERT, WEST VIRGINIA

• "The reception is real good. We live 100 miles from Roanoke."
ADKINS, VIRGINIA

• "Your signal here is excellent."
HIGH POINT, NORTH CAROLINA

CBS AFFILIATE

TOP POWER
316,000 Watts

TOP ELEVATION
2000 feet above average terrain—
3936 feet above sea level

Ask Peters, Griffin, Woodward!

WDBJ-tv Channel 7 CBS
ROANOKE, VA.
Owned and operated by the Times-World Corp.

Peters, Griffin, Woodward, Inc.
National Representatives

IN REVIEW

GIANT STEP

THE KID contestant comes into his own in the fabulous world of untold riches—a book about the Presidents, a camera, a tape recorder, a color tv set for an 11-year-old embryo politician from Georgia—and, when he's won all that with his knowledge of little known and less important facts about past Presidents, a refrigerator and a year's supply of ice cream, all on the way to winning a college education and a tour of foreign lands if he answers all eight questions correctly—on *Giant Step*, newest of tv quiz shows which bowed last Wednesday on CBS-TV.

The formula of *Giant Step* is simple: Answer a question and win a prize, answer a second question and win another prize, answer a third and win a third prize, but, miss the second and you go home empty-handed, miss the third, ditto. Then comes question No. 4, with no prize of its own but a correct answer insures the three prizes already won; from now on they are yours, no matter if you miss question No. 5. Answer No. 5, get the right to that refrigerator, and ice cream for a year, and you're invited to think for a week whether you want to quit there or to try for prize No. 6.

So, serious, likable, 11-year-old Joe steps down and another of his age, Miss Sandra, is on the spot. But, with the marvels of science and a pre-first broadcast closed-circuit session, she is at question No. 6 level. And here she fails, and 9-year-old Kenny, Cub Scout and insect collector, takes over and wins, provisionally, a butterfly case and and a set of model trains before time is called and the rest of his inquisition is postponed until next week.

Fun? Maybe, if you don't stop to wonder what will be the effect of these fabulous prizes for remembering stray facts on child minds which ought to be concerned with learning how to think. The Quiz Kids never had it so good—or is "good" the right word?

Production costs: Approximately $22,000.

Sponsored by General Mills through BBDO on CBS-TV, Wed., 7:30-8 p.m.

Produced for Entertainment Productions Inc. by Ed Juris; exec. producer: Steve Carlin; director: Seymour Robbie.

Quiz Master: Bert Parks.

MR. TUTT GOES WEST

THE IDEA behind "Mr. Tutt Goes West," the Robert Montgomery offering last Monday, held promise. The star, Parker Fennelly, was tailor-made for the role, or perhaps vice-versa. That the performance fell wide of the mark was not his fault.

The story was a slightly hackneyed one about an aged yet clever eastern lawyer who somehow ended up out in the Wild West, where he hoped to find adventure. He did, in a case concerning a "young, struggling, honest" mine boss trying to hit a vein of gold. The villain of the piece was the local dry goods merchant who, on learning success was imminent at the mine, foreclosed on the miners' credit accounts in an effort to get their shares in the venture. It gets more complicated in the telling. Happily, the hero thwarted the plot.

If one were forced to put his finger on the specific thing that hurt the story's effectiveness, it could be said that only Mr. Fennelly acted as though he believed in the role. Others were just playing roles they happened to be paid for that night. Which seemed a shame because the Arthur Train "Mr. Tutt" stories are classics in their field.

Production cost: Approximately $40,000.

Sponsored by Schick through Warwick & Legler, Monday, Nov. 5, 9:30-10:30 p.m. EST on NBC-TV.

Producer: Robert Montgomery; director: Ira Cirker; Writer: Murray Burnett.

Cast: Mr. Tutt: Parker Fennelly; Eric Sarr: William Daniels; Sonja: Lenka Peterson; Helmet Johannson: Donald McKee; Steven Corcoran: Bernard Kates.

THE WIZARD OF OZ

SOMEWHERE over the rainbow is a land where John Doe's family has a color tv set and CBS-TV is able to schedule "The Wizard of Oz" at an hour when junior citizens can share the wonder of an enchanted film. Seniors, who saw the movie, perhaps for the second or third time, on the 9 p.m. *Ford Star Jubilee* colorcast Nov. 3 found they could still be enthralled, even in a monochrome Land of Oz.

But if CBS-TV had deliberately set out to whet color-starved appetites by colorcasting a richly-remembered Technicolor film to homes predominantly equipped for black-and-white, it couldn't have done a better job. The Great Oz, or more conveniently, Santa Claus, should be getting a flood of new requests—asking, not courage for a cowardly lion, or a heart for a tin man—but a tv set that will picture the Emerald City beyond the rainbow.

That this is one of Hollywood's great works, one that wears exceptionally well, goes without saying. One can presume then that it will be seen again on television. Another hopeful presumption might be that next time it will be shown at an hour when the before nine-o'clock-bedtime set in the East will be able to see it.

Production costs: Approximately $150,000.

Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson Co. on CBS-TV Nov. 3, 9-11 p.m. EST.

Film: M-G-M release, Victor Fleming Production. Producer: Mervyn LeRoy; director: Victor Fleming; screenplay: Noel Langley, Florence Ryerson, Edgar Allan Woolf from book by L. Frank Baum; lyrics: E. Y. Harburg; music: Harold Arlen; musical adaptation: Herbert Stothart; special effects: Arnold Gillespie. Ford Star Jubilee *executive producer: Jack Rayel; associate producer: Robert Adams.*

Cast: Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley, Billie Burke, Margaret Hamilton, Charley Grapewin, Clara Blandick, Pat Walsh Singer Midgets.

Here's what they're saying about RADIO

B. B. D. O. says:

"For Reach & Frequency, Radio is a Must!"

"In spite of television's hold on evening hours, Radio is listened to in more homes during 75% of the time from 6:00 AM to 6:00 PM than TV is watched. In fact, up to 3:00 PM Radio reaches more than twice as many homes as television!

Furthermore, 59% of viewing from Noon to 5:00 PM is done by ONE FIFTH of TV homes. Over 85% is done by two fifths. In 21 million TV homes Radio listening dominates during the afternoon—in 14 million TV homes television viewing during the afternoon is virtually nil.

National advertisers who are interested in reaching housewives during the daytime can do an outstanding job with television—in 30% of U. S. homes. For greater reach and frequency Radio is a MUST in 55% of TV homes and 100% of 'RADIO ONLY' homes."

From "A Discussion of Radio—Past, Present and Future"
by the Research Department, Batten, Barton, Durstine and Osborn, Inc., Fall, 1956.

CUNNINGHAM & WALSH says:

"Radio Listening Up. TV Viewing Down."

"The size of the morning Radio audience has not been affected by TV. The percentage of family listening in the evening has increased with each year since 1951 and afternoon listening is up 9% over 1951. *At the same time, TV viewing is down 8%."*

and, this in TV homes only!

From Cunningham & Walsh's ninth annual Videotown
survey as published in Broadcasting-Telecasting, October 15, 1956.

Here's what they're saying

LEVER BROTHERS says:

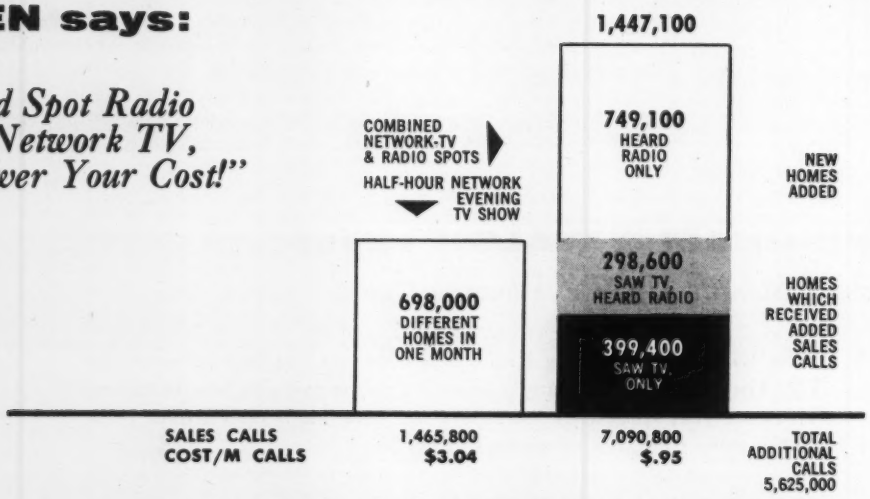
"Great Results!"

Referring to the Pepsodent "you'll wonder where the yellow went" Radio campaign, a Lever executive was quoted in the trade press: "We've put everything behind the campaign to make it pay off and it has. Now that we have a winning horse, we're going to continue." "And," says the Pepsodent brand manager, "we have top-notch identification and that is reflected in our sales figures."

Advertest Research measured the results of Pepsodents' Radio campaign and found that *64% of the people recognized Pepsodent's jingle after only 8 weeks!*

NIELSEN says:

"Add Spot Radio to Network TV, Lower Your Cost!"



So, by adding Spot Radio to his network TV show, this advertiser in this actual example lowered his cost-per-thousand from $3.04 to $ .95 and made 5,625,000 total additional sales calls!

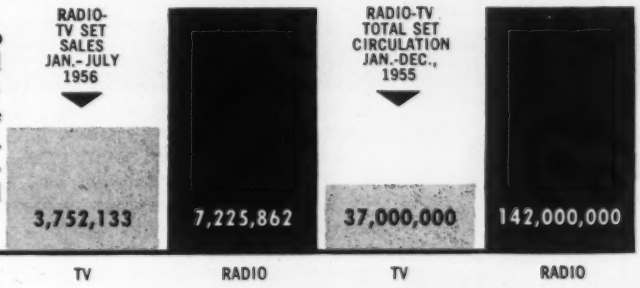
From an A. C. Nielsen Co. Chicago study, Fall, 1956.

about RADIO

RETMA says:

"The Public Demands Radio"

93% more Radio sets are being sold than TV sets; 284% more Radio sets are in use than TV sets. What more convincing proof could there be?



From the Radio-Electronics-Television Manufacturer's Association.

RAB says:

"More Listening Than Watching!"

Radio has 21.6% superiority over TV on the basis of Sunday thru Saturday listening and viewing in all homes.

From The Radio Advertising Bureau, Fall, 1956.

That's what the industry is saying about RADIO

and—

THE PETRY COMPANY says:

"We're very gratified to see that these and other industry leaders are recognizing and publishing what we have always maintained. *RADIO* is a *vital force* in American advertising.

And the most *effective* and *efficient* way to *harness* that force is through National Spot—the use of the *best* Radio stations in local markets."

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ALL OUT OF STEP, by Gerard B. Lambert. Doubleday & Co., 575 Madison Ave., New York 22, N. Y. 316 p. $4.50.

THIS is the story of the likable youth who, having run an inheritance of $300,000 into an indebtedness of more than twice that amount in a very few years, decides to enter a business he knows nothing about and, in a very few years more, has revolutionized that business to the great profit of the stockholders and himself. *All Out of Step,* however, is no novel of the Clarence B. Kelland school. It is the autobiography of Gerard B. Lambert, the man who put the word halitosis into the American language and a bottle of Listerine into virtually every American medicine cabinet, the man who, while running Lambert Pharmacal Co., set up and headed an agency to handle its advertising and persuaded the ANPA authorities that it was not a house agency but entitled to recognition and the 15% commission. How Jerry Lambert applied his ability, charm and willingness to tackle anything once to yachting, politics and the Gillette Safety Razor Co. (where he gave Blue Blades to the waiting world) is told engagingly, without a trace of braggadocio or modesty. Mr. Lambert's "personal chronicle" is highly recommended as an unusual piece of Americana and a colorful addition to advertising history.

WRY ON THE ROCKS by Steve Allen; Henry Holt & Co., N. Y.; 177 pp. $3.00

IS THERE anything tv's Steve Allen cannot do? Apparently not. Already a man of more talents than you can shake a Trendex report at—m.c.-musician *(Tonight and Steve Allen Show),* biographer *(The Funny Men),* short story writer *(14 for Tonight),* part-time preacher (New York's Universalist Church of the Divine Paternity), humorist *(Bop Fables),* lyricist ("The Bachelor"), composer ("Allen Plays Allen"), songwriter ("Let's Go To Church Next Sunday Morning"), actor ("The Benny Goodman Story") and columnist *(Cosmopolitan* magazine)—Mr. Allen herewith has produced a collection of poetry. It's called *Wry On The Rocks* in deference to *A Pocketful of Wry* by poetess Phyllis McGinley. There the similarity ends. Although he's come up with a few good rhymes—some sophisticated, tart, and at times, frankly autobiographical—these poems will never become required reading for American Poetry 142b along the ivy-clad circuit.

THE AGE OF TELEVISION, by Leo Bogart. Frederick Ungar Pub. Co., 105 E, 24th St., New York 10, N. Y. 348 p. $6.50.

IN THE LAST 10 years television has become a part of the American way of life. The process has affected, for better or worse, advertising, politics, sports, the movies, education and the way in which the typical American family spends it leisure time. These effects have been measured by an army of researchers and in this book a prominent member of the research fraternity, director of account research at McCann-Erickson and president of the Radio & Television Research Council, reports and analyzes these findings.

Toward the end of his crisp, concise summary of the tv age Mr. Bogart notes that: "Essentially, the debate between defenders and critics of present-day television arises out of a basic disagreement over the social function of mass communication. Are the media to be seen primarily as source of influence on the ideas and values which people hold, or are they rather a means by which people can pleasantly pass their ever-growing leisure time?" Whichever way you answer that question, you'll find your view well supported and ably opposed in *The Age of Television,* which is required reading for all serious students of tv.

PUBLIC RELATIONS FOR SOCIAL AGENCIES, by Harold P. Levy. Harper & Bros., 49 E. 33d St., New York 16, N. Y. 208 p. $3.50.

THE PROPER place of public relations in the overall program of a health, charitable or civic organization is explicitly described in this handbook, which illustrates the theory with scores of examples of the successful use of public relations on a national or local level to assist in fund raising, the enrollment of volunteer workers or the winning of public support for an agency program. Broadcasters will be grateful for Mr. Levy's chapter, "Communicating by Air," which tells social agency people how to work with radio and television stations in their communities, how to prepare announcements, when to ask for special programs, and in general how to provide information and material that can be used and not to waste the time of station executives with impractical requests.

HOW TO ANNOUNCE FOR RADIO AND TELEVISON, edited by William I. Kaufman. Hastings House, 41 E. 50th St., New York 22, N. Y. 95 p. $2.50.

TWELVE top announcers give their personal recipes for achieving success as an announcer in this latest of Mr. Kaufman's "how to" books, and the editor has thrown in a piece from Grey Advertising Agency's *Grey Matter* to give the buyer a baker's dozen. Required reading for youthful aspirants to an announcing career, this slim volume will also provide an hour of fun for anyone who has either been an announcer or listened to one.

SAY IT SAFELY, by Paul P. Ashley, U. of Washington Press, Seattle 5, Wash. 117 p. $2.25.

THE SUBTITLE of this little book, "Legal Limits in Journalism and Broadcasting," pretty much tells what it's all about. Designed as a working tool for day-to-day use, rather than a library reference work, its purpose in the words of the author, "is not to frighten publishers and broadcasters into saying less. It is to help them to be more secure in saying what should be said." As legal counsel for several newspapers and a broadcasting company, Mr. Ashley is in a position to know what he's writing about.

TOP RATING IN CINCINNATI!

the ELLERY QUEEN series

starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56

tpa

488 Madison Ave.
New York 22
PLaza 5-2100

OPEN MIKE

Compatible Color by Radio

EDITOR:

We here at WMEN are proud to announce a successful compatible-color radio broadcast last Wednesday, Oct. 24. The "color-cast" took place from 12:15 to 1:00 p.m. and listeners were requested to phone in results.

Compatible color-radio, as developed here at WMEN, is designed to give the listener something to look at while he listens. Our color transmitting equipment turns the normally orange tubes to a restful green. The listener is requested to turn his radio around and watch the tubes. Any regular radio can pick up color radio without an adapter although sometimes it is necessary to remove the back to see the tubes. More than 100 listeners phoned during the color program and many reported tubes changing to green while others had no change and still others changed to various colors. We plan to try a few more experimental color-casts before integrating it into the regular schedule.

Information on the more technical aspects of compatible color-radio may be obtained by writing me here at the station.

Dave Wagenvoord, Color Consultant
WMEN Tallahassee, Fla.

Gridiron Switches

EDITOR:

Just noticed your item in the Oct. 29 issue stating that you believed the football date-change from Saturday to Friday at Oklahoma A & M and Kansas was the first time two major colleges had switched because of television.

I think that there was at least one other such change when I was living in Houston a year ago, and Rice Institute began announcing its new schedule. Rice had an afternoon game scheduled for Oct. 27 with Texas U., at Houston. When the football tv schedule was announced, however, Rice and Texas promptly switched their afternoon game to a night contest. It was publicly announced that they didn't want to buck the Oklahoma-Notre Dame game . . .

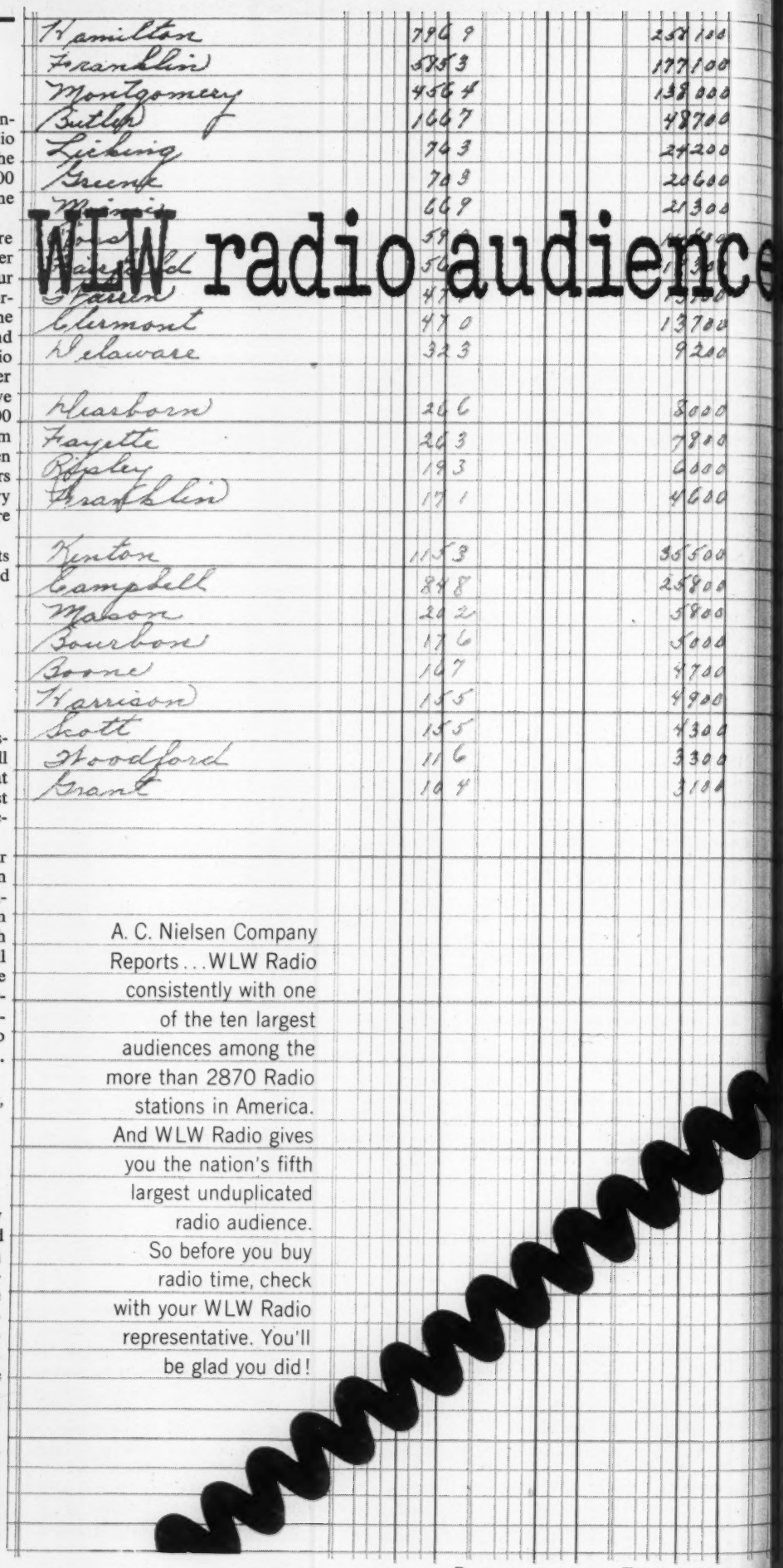
Roger L. Hickok
Bruce B. Brewer & Co., Minneapolis, Minn.

Mr. Lewis Is Worried

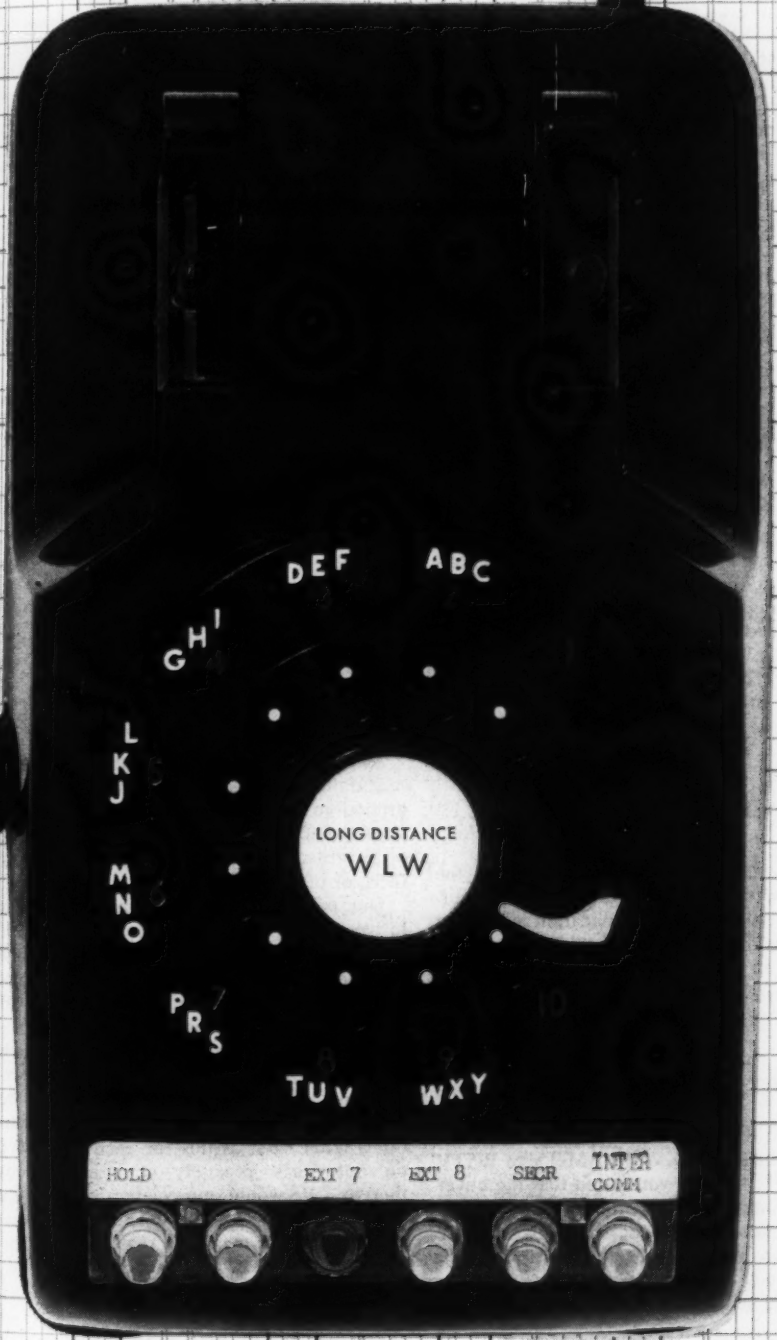
EDITOR:

I am worried about the state of comedy in America today. I'm worried by all the bad reviews of comedy shows on television. I'm worried about the lack of interest in comedy development. I'm worried about the inroads of films (the automation in the entertainment industry) because this will deprive many stations of time they might utilize for "live" talent. I'm worried about the lack of places for comedians to develop their talents. I'm worried about the future of comedy, comedians and comedy writers.

Everybody talks about the need for new faces in comedy, about new comedy writers. That theme has been well-hammered. Occasionally a bit of sunlight seeps through. A well-meaning individual sends up flares


WLW radio audience
Hamilton 794 9 252 100
Franklin 585 3 177 100
Montgomery 456 4 138 000
Butler 164 7 48700
Licking 74 3 24200
Greene 74 3 20600
Miami 66 9 21300
Clermont 47 0 13700
Delaware 32 3 9200
Dearborn 20 6 8000
Fayette 20 3 7800
Ripley 19 3 6000
Franklin 17 1 4600
Kenton 115 3 35500
Campbell 84 8 25800
Mason 20 2 5800
Bourbon 17 6 5000
Boone 16 7 4700
Harrison 15 5 4900
Scott 15 5 4300
Woodford 11 6 3300
Grant 10 4 3100
A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

among TOP 10 in America



WLW

RADIO

WORLD

Sales Offices: New York, Cincinnati, Chicago

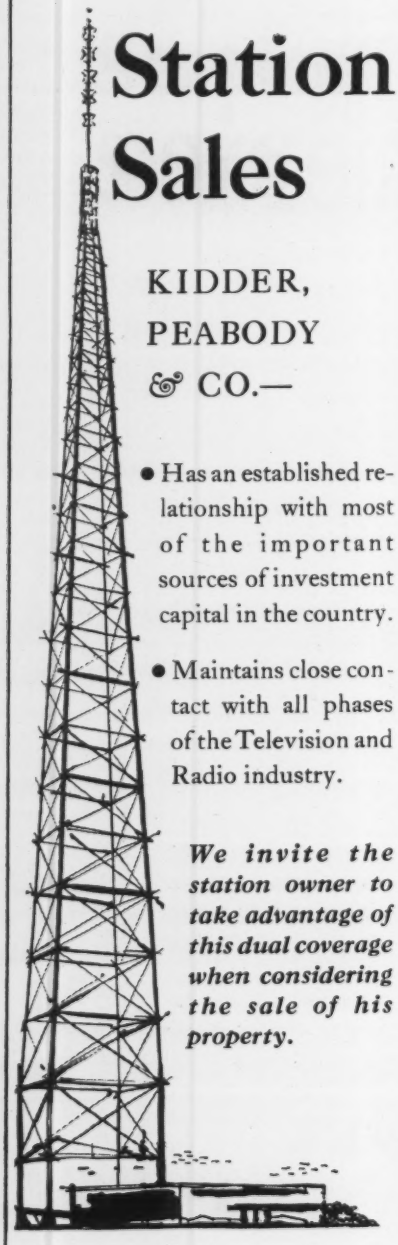
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

announcing opportunity through a search for comics and writers. But then an iron curtain of fear blocks out the sunlight. For it is fear, fear of lack of judgment that provides management with the theory that denies opportunity to new talents.

The Comedy Workshop has stood firm as a beacon inviting bright talents to make the skies light up with their starry talents. No one has matched the sustained record of longevity of the Comedy Workshop—now 525 meetings old—now in its 12th year. This is the only activity of its kind. No one has welcomed so many embryo writers and performers—to encourage or discourage their talents.

No one area has a monopoly on talent; it may eventually gravitate to the talent centers of Hollywood and New York, but its breeding ground is local America. The Comedy Workshop envisions a "minor-league" training program for comics and writers, but this needs the cooperation of management, the networks, films, stage and night clubs, who benefit most from new talent.

I'm worried about the state of comedy in America today. I feel that it will get worse next year. By 1958, all film companies will have made their backlogs available for tv. The competition will get fiercer and fiercer, and force more cut-backs in live shows. I am worried—aren't you?

George Q. Lewis, Dir.
The Comedy Workshop.

Testimonial

EDITOR:

You can't imagine how many compliments and comments I've had [on an On All Accounts sketch, B•T, Oct. 22]—from station and agency people from Maine to California.

What fun. Another testimonial re the far-reaching effects of B•T.

Bobbie Landers, Timebuyer
John W. Shaw Adv. Inc., Chicago

First in the Field

EDITOR:

Congratulations on B•T's election to the Audit Bureau of Circulation. I am not surprised at all that your publication is the first in the field to be awarded this mark of distinction in the publishing field . . .

Gustav K. Brandborg, Gen. Mgr.
KVOO Tulsa, Okla.

Broken Connection

EDITOR:

To set the records straight: In your report of the sale of KWSM-AM-TV to WSTV Inc. [B•T, Nov. 5] you stated that the buyer had an interest in this station.

The Neptune Broadcasting Co. (WSTV Inc.) owns now-dark channel 46 in Atlantic City. They have no connection whatever with this station.

Jerome Sill, Pres.
WFPG Atlantic City, N. J.

[EDITOR'S NOTE: Mr. Sill is right. He purchased WFPG from Neptune Broadcasting Co. in September.]

KGW-TV Drop-Out

EDITOR:

Thanks for the plug you gave KGW-TV [B•T, Oct. 22] regarding our on-the-air date. However, there is a rather substantial difference between 16,000 watts and 316,000 watts.

Walter E. Wagstaff, Mgr.
KGW-TV Portland, Ore.

[EDITOR'S NOTE: B•T regrets that somewhere in the processing of the item on KGW-TV's Dec. 17 opening date 300,000 watts were lost. KGW-TV will operate on ch. 8 with maximum power, 316 kw.]

Author's Aid

EDITOR:

At the present time I am engaged in writing a book for publication in the near future on radio and tv.

If possible I would like to get your written permission to refer to B•T as one of the leading publications in the industry. Also, I would like to include some of the features you carry regularly in my writing.

Dan Kalenak
Odessa, Tex.

Farm Tv Programming

EDITOR:

In a television manual we are preparing for our associates, we want to treat the subject of farm programming over tv, and we would like very much, if possible, to quote from the excellent article on that subject in B•T of April 4, 1955.

If you would be able to give us reprint permission, we would, of course, credit B•T, and we would remember your courtesy most gratefully.

Michael London, Dir. of Studio Training
United Electronics Laboratories
Louisville, Ky.

Reprint Rules

EDITOR:

Some weeks ago you kindly gave us permission to reproduce some material you had printed in B•T. We find that material in your magazine very frequently is the type of information from which we wish to draw facts, or often a reprint.

Our particular interest at this moment is to use a few paragraphs from your issue of Oct. 29. We would propose to reproduce these paragraphs and use them for direct mail on behalf of radio. We would, of course, credit your magazine.

In a letter from you sometime ago, which we seem to have misfiled, you gave us permission for this sort of thing by which we could facilitate or speed up the process without a letter such as this for each use, but I do not recall precisely your instructions thereto. We would appreciate a restatement because we do wish to make use of material from your magazine regularly and frequently.

H. E. Studebaker, Pres.
KUJ Walla Walla, Wash.

[EDITOR'S NOTE: B•T's reprint requirements are simple: credit must be given to us as the source, material must not be quoted out of context, and, to protect our copyright, we should be sent a copy of all material reproduced from our pages.]

BULLETIN:

B•T BREAKS ALL CIRCULATION RECORDS.....

DELIVERS MORE PAID COPIES THAN ALL OTHERS COMBINED IN ITS FIELD.

With the November 5 issue, B•T hit another record—20,300 copies, biggest yet for a run-of-the-week issue. Of these 19,178* were bought and paid for. The rest were distributed as checking and service copies.

Interested in reaching national and regional advertisers and agencies? You get over 5,000* of them every week in B•T. These are paid for—not giveaways. (and our display rates are only slightly higher than those of free-controlled claimants).

B•T is a member of the Audit Bureau of Circulations—the only publication in the field to enjoy this privilege.

There's no abracadabra to Audit Bureau audits. It is a standard of measurement of PAID circulation. The rules were written by advertisers and agencies. B•T has met them, alone in its field.

BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

*YOU'RE SURE WHEN THEY'RE PAID

IT PAYS TO ASK "IS IT PAID?"

Buy KMPC and KSFO

Reach 9 out of 10 Californians!

KSFO 560 kc San Francisco
Reaches 4½ Million Northern Californians

KMPC 710 kc Los Angeles
Reaches 7½ Million Southern Californians

GOLDEN WEST BROADCASTERS
KMPC KSFO
Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President
National Representatives:
AM Radio Sales Company

our respects

to WARD DRUMMOND INGRIM

FAITH is a commodity that was in short supply among radio executives a few years ago when television dazzled national advertisers with new and expensive enticements.

But Ward D. Ingrim, general manager of the Don Lee Broadcasting System, was firm in his conviction that radio could grow with television, not merely live with it.

Don Lee, the pioneer regional radio network on the West Coast, feeds its own extensive program originations plus Mutual to 57 stations in California, Oregon, Washington, Arizona, Nevada, Idaho, British Columbia, Alaska and Hawaii, including owned & operated KHJ Los Angeles and KFRC San Francisco. The Don Lee Div. of RKO Teleradio Pictures Inc. also includes KHJ-TV Los Angeles (Don Lee pioneered in tv too, establishing W6XAO Los Angeles in 1931). Mr. Ingrim headquarters at KHJ-AM-TV's spacious, modern $3 million facility in Hollywood.

The Don Lee general manager also is a director of Mutual and a director of Radio Advertising Bureau. He is president, treasurer and 47½% owner of San Francisco-Oakland Television Inc., contestant for tv ch. 2 in the Bay Area.

Under Mr. Ingrim's stewardship, the Don Lee network is enjoying the biggest average daytime audience in its history and business is booming. The local business surge is the heaviest since 1948 and national sponsors, reversing their antipathy of several years toward networks in general, have been signing in significant numbers since this past summer. Don Lee did not lose national business to the extent national networks did and has held to the same daytime rate since 1948.

"Don Lee does what radio can do best—news and information," Mr. Ingrim explains. "Generally music is left to the independent stations. The listener doesn't tune Don Lee for background-type programming. Rather, it is selective tuning and this assures the advertiser deep penetration and full listener attention."

Justification for Mr. Ingrim's faith in the sales impact of both radio and tv is shown in the individual progress of the Don Lee stations. KHJ-TV is substantially ahead of any previous year in both local and national sales. KHJ will score its highest year in both categories with national business running 50% above last year. KFRC is having its biggest year in local sales while national business is topping last year.

Ward Drummond Ingrim was born May 2, 1910, in Stockton, Calif., but he grew up in the San Francisco Bay Area, chiefly Oakland and Berkeley. His father was in the printing business but the smell of ink and the rumble of the press failed to bring out the journalism in him. "I just always wanted to sell," he recalls.

After receiving his B.S. in business administration in 1931 from the U. of California at Berkeley, he was offered a job at KJBS San Francisco. He soon learned how to announce, to write copy and then to sell.

In 1935 he switched to KFRC as salesman and the next year he became commercial manager after the shuffle of personnel as Don Lee and CBS parted company (CBS bought KNX Los Angeles in 1936) and the regional network joined Mutual. In 1938 Mr. Ingrim became assistant manager of KFRC in addition to his sales post. He was successful especially in developing regional accounts new to radio.

As 2nd Lt. Ingrim, he went into the Army Air Force public relations in 1942 and served in the Pacific, handling radio for the Seventh Air Force. He was released in 1945 as a major.

National sales experience came to Mr. Ingrim next when he joined the Chicago office of John Blair & Co., as account executive. His specialty was Don Lee, then represented by Blair. He was moved to Blair's New York office in 1946 as account executive and he became a stockholder in the firm.

Mr. Ingrim returned to the West Coast in 1948 as director of advertising for Don Lee and its stations and the following year he was made vice president in charge of sales and advertising. When General Teleradio acquired Don Lee in 1951, he became executive vice president of Don Lee and vice president and director of General Teleradio. He relinquished these titles in 1954 for his present position when the San Francisco-Oakland Television bid was filed.

Mr. Ingrim married Mary Elizabeth Torrey of Everett, Wash., in 1940. They have one child, Mary Ann, 14, and make their home in suburban San Marino, Calif.

He has been active in community and professional organizational work, including the Hollywood Chamber of Commerce.

AMPEX Approves irish BRAND FERRO-SHEEN TAPE for Revolutionary VIDEOTAPE* Recorder

A full hour's TV program—picture and sound—on a single 12½-inch reel of magnetic tape, ready for instantaneous playback . . . that's the electronic miracle made possible by the epoch-making Ampex **Videotape** Recorder unveiled last spring. The television industry immediately bought up the available prototype models of the amazing new machine, and one of the first questions to come up was, of course, "Which tape?" The Ampex **Videotape** Recorder records on a special 2-inch wide tape, which must be made to the most rigid specifications to capture frequencies as high as 4,000,000 cycles per second. All along, Orradio Industries, manufacturers of the famous **irish** ***FERRO-SHEEN*** process tapes, had been working with Ampex, so they were ready for the question. Now **irish** ***FERRO-SHEEN*** **Videotape** is available in production quantities, and delivery has just been completed on the television industry's first full-scale commercial order.

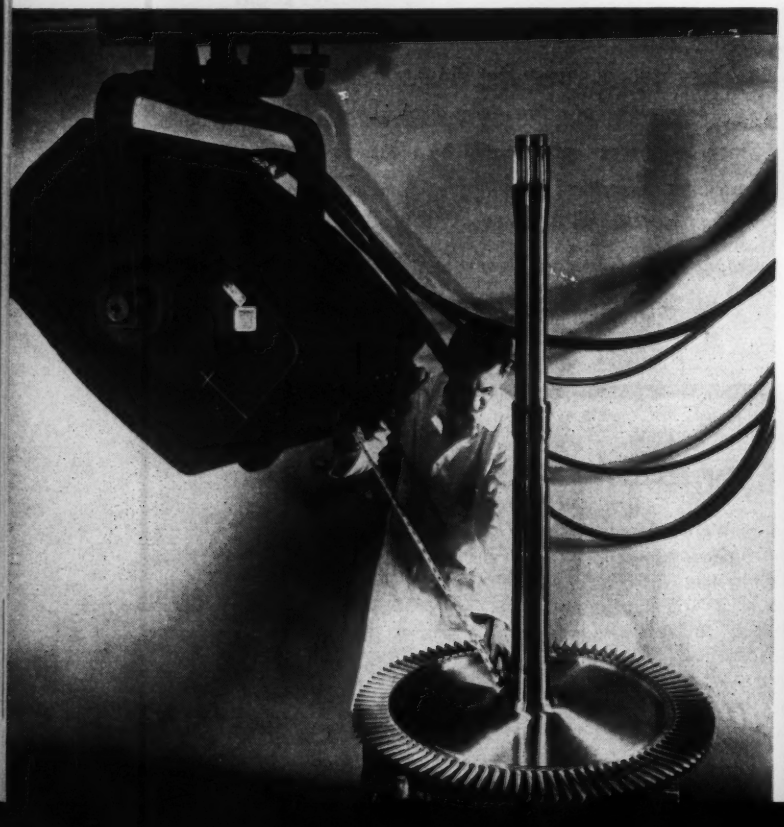
The successful adaptation of the exclusive **irish** ***FERRO-SHEEN*** process to the extraordinarily exacting requirements of commercial **Videotape** production is the culmination of a long-term research and development program—implemented by the same staff and facilities responsible for the development and current production of the five famous **irish** ***FERRO-SHEEN*** tapes for audio tape recorders: Shamrock, Green Band, Long Play, Double Play and Sound Plate.

*Reg. T.M. Ampex Corp.

ORRADIO INDUSTRIES, INC.
OPELIKA, ALABAMA
World's Largest Exclusive Magnetic Tape Manufacturer
Export: Morhan Exporting Corp., 458 B'way, New York 13, N.Y., U.S.A.
Canada: Atlas Radio Corp., Ltd., Toronto, Ontario

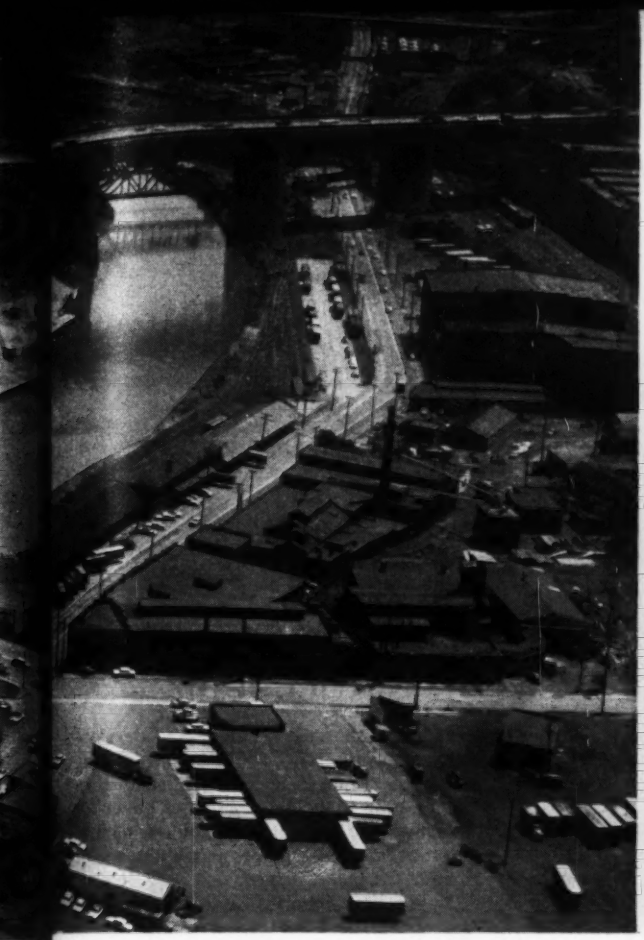
Typical of Cleveland's economic character is this photo of the Cuyahoga River showi industrial plants, fast modern highways, river transportation, and railroads.

An X-Ray machine tests a jet engine part for internal flaws. Cleveland is a center of development of aircraft equipment and fuels and is the nation's largest producer of jet engine parts.



Cleveland-Hopkins, already the world's largest municipal ai port, is being further expanded to the tune of $20 millio This new terminal building was dedicated last spring.

About 750 vessels (of which the Humphrey is the largest) u Cleveland's port and dock facilities. A $50 million harb improvement program will be completed in 1957 to accom modate increased shipping expected from the St. Lawren Seaway development.



Cleveland blast furnaces produce pig iron for midwest iron and steel industry. Cleveland area now supplies about 3% of the nation's total industrial capacity; expects to double that percentage when the St. Lawrence Seaway is completed.

THE BEST LOCATION IN THE NATION

Cleveland is in the center of the great Northern American market. Within 500 miles is 58% of the population, 67% of the nation's manufacturing plants producing 74% of all the country's products, and 79% of America's payroll.

The nation goes to Cleveland for one-fifth of its vacuum cleaners, one sixth of its bolts and nuts, one-sixth of its tractors, nearly 10% of its machine tools, and within the Cleveland area are more than 3000 industrial plants turning out a full two-thirds of many types of products manufactured in our land. An industrial center since the Civil War, Cleveland is at the start of another upsurge in industrialization.

Two Storer stations are located in this so-strategic city to any national advertiser. Each is dominant in its respective field, and both deliver audience at the market's lowest cost per thousand.

For radio, WJW; television, WJW-TV (CBS).

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	**WJW-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich.	**WAGA-TV** Atlanta, Ga.	**WBRC-TV** Birmingham, Ala.	**KPTV** Portland, Ore.	**WGBS-TV** Miami, Fla.
WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Mich.	**WAGA** Atlanta, Ga.	**WBRC** Birmingham, Ala.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

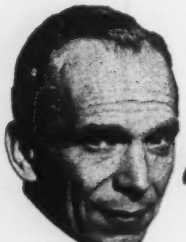
SALES OFFICES

TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager
} 118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

"I'M WAITING FOR DALE MORGAN TO DECIDE FOR ME"



FOLKS RELY FOR WHAT-TO-BUY ON DALE MORGAN

the NEW DALE MORGAN SHOW

Weekdays 5:30 to 9:00 a.m.

Yes . . . for years in Denver, folks have listened to DALE MORGAN'S *warm, believable salesmanship and responded at the point of sale!*

Now . . . here's audience-familiar DALE MORGAN in KLZ's *prime morning time* with the *new* "DALE MORGAN SHOW" . . . local, regional and world news . . . weather news . . . music . . . human interest and current topic interviews in the DALE MORGAN manner.

It's KLZ's *top rated* AM time! Pulse (June 1956) shows KLZ with 8 out of 12 quarter hour firsts in the 6 to 9 AM period . . . a mighty close second in the other four.

Let DALE MORGAN sell *your* product to this morning audience. He's doing it every day for dozens of other national and local advertisers.

For complete information, contact your KATZ MAN *or* KLZ *Radio sales*

KLZ Radio 560 KC

CBS FOR THE ROCKY MOUNTAIN AREA

RICHARD S. PAIGE

on all accounts

AIDING in the sales planning and development of many NBC-TV programs falling within the "magazine concept" and then moving over to the agency side as buyer for the same type offerings was "not a painful transition" for Dick Paige, media director of North Adv. Inc., Chicago.

In fact, he reports, he is deriving his "greatest satisfaction" from insight he is gaining into the reasons behind the needs of clients for whom he once helped tailor network properties.

This perspective is enhanced by the fact that he also is responsible for print media activities.

Mr. Paige pulled up stakes from NBC-TV's sales planning and development forces last December and joined the newly-launched North agency as media director.

Within the past 10 months he has been involved in the purchase of numerous network tv properties, network radio, spot tv and extensive print schedules for North's clients—the Toni Co., The Englander Co. and Lanvin-Parfums, Inc.

Richard S. Paige was born in Fitchburg, Mass., on Nov. 12, 1914, and attended Townsend Harris Hall High School and City College of New York.

Joining the Army in January 1942, he rose from private to captain, last serving as property officer for the Quartermaster base depot servicing the Central Pacific Theatre.

Encountering Horace Schwerin (who was then conducting food studies for the Office of Quartermaster General), Mr. Paige worked as a statistician. Upon release from active duty in 1946, he joined Mr. Schwerin's new program and commercial testing service as research head.

Mr. Paige joined NBC-TV's research department in 1950 in charge of audience measurements.

These have been active months for Mr. Paige at North. He has been involved, on behalf of Toni, in buying network tv shows plus assorted network radio and spot tv and supervision of printed media.

Mr. Paige, who is a bachelor, lives on Chicago's lake front.

Louisville's BEST KNOWN FIGURE

11

The WHAS-TV Channel 11 figure dances up a storm to promote Stokely Van Camp's "Hayloft Hoedown" on promotion slides. On other occasions, he points to Pillsbury Ballard's "Stars of the Grand Ole Opry".

He's a dependable little guy, backed by power, personnel and performance. Immediately recognizable, he is the figure people in this market tune to and depend upon. During every telecast hour, he reminds viewers of excellent Channel 11 programs.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

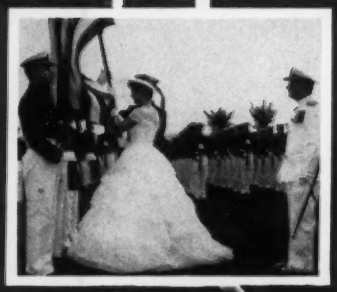
BASIC CBS-TV Network

ZIV GIVES YOU A

"MEN OF Annapolis"

ZIV'S NEW STAR-SPANGLED RATING WINNER

STARRING THE U. S. MID



Produced with the full cooperation of THE DEPARTMENT OF DEFENSE AND THE DEPARTMENT OF THE NAVY

SPINE-TINGLING! SURGING WITH EXCITEMENT, SENTIMENT and HEROISM!

Nothing on tv can compare! Week after week your viewers thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen.

SEQUENCE AFTER SEQUENCE FILMED AT ANNAPOLIS!

BIG AND LAVISH... with Hollywood stars and thousands of U.S. Midshipmen, Navy planes, ships and equipment ..."Men of Annapolis" is a program people recommend.

...TION! FAST-MOVING, THRILLING TALES OF MEN AND ADVENTURE!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

FULLER PAINT
IN 18 WESTERN MARKETS!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

WGN-TV
CHICAGO

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

QUALITY BAKERS
OF AMERICA
IN 21 MARKETS!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

WNAC-TV
BOSTON

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

KYW-TV
CLEVELAND

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

OHIO OIL CO.
IN 13 MIDWEST MARKETS!

SAFEWAY STORES
IN OKLAHOMA CITY!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

KPRC-TV **KLZ-TV**
HOUSTON DENVER

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

CARNATION CO.
IN 20 PACIFIC COAST MARKETS!

SYRACUSE SAVINGS BANK
IN SYRACUSE, N. Y.

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

WSM-TV
NASHVILLE

KATV
LITTLE ROCK

MOVE FAST
before some other smart advertiser ties up your market. Wire or phone collect **today** for an audition presentation.

ZIV
Television

PULSE Says WPTF has

Double the LISTENERS

of its Nearest Competitor

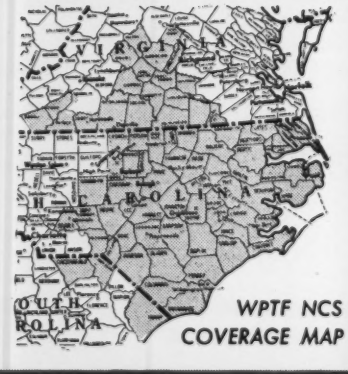
Here's the 1956 Area Pulse covering 32 North Carolina counties. WPTF leads during every quarter-hour . . . with well over twice the audience of a regional network and six to seven times the average audience of any other station.

WPTF's average share of audience inched up from an even 36% in 1955 to 36.7% in 1956. This, coupled with an average increase of 10% in homes using radio, means that WPTF is delivering more listeners now than during any of the past three years the Pulse has been made.

SHARE OF AUDIENCE

Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12Mid.
WPTF	35	35	40
Regional Network	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns.)	40	43	38
Homes Using Radio	25.2%	27.0%	26.6%



WPTF NCS COVERAGE MAP

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

MARKET DATA*

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING
TELECASTING

Vol. 51, No. 20 NOVEMBER 12, 1956

FIRST REPORT: CBS, NBC TV SALES

- **B•T computations reveal actual 1955 gross, net time figures**
- **Two top chains grossed $317,828,310, netted $260,981,206**
- **Discounts given to all advertisers disclosed in Celler records**

THE TWO largest television networks—CBS and NBC—grossed $317,828,310 in time sales in 1955. Their net was $260,981,206.

These figures, first of their kind ever disclosed for the television industry, were computed by B•T from network records filed with the Celler House Antitrust Subcommittee at its September hearings in New York. Previously, the only guide to individual network revenues has been supplied by Publishers Information Bureau tabulations of network gross business. This information, however, does not take into account the varied discounts which the networks apply to the one-time card rate figures used by PIB in its analyses.

The discount question was one of the principal ones taken up with network presidents Frank Stanton of CBS and Robert W. Sarnoff of NBC by the antitrust unit during the hearings, as is described below.

A further B•T computation of the network information shows:

For CBS:

$175,367,422 gross for regular network service

$142,294,365 net for regular network service

$ 321,442 gross for Extended Market Plan service

$ 298,131 net for Extended Market Plan service

$175,688,864 gross for combined regular—EMP service

$142,592,496 net for combined regular—EMP service

For NBC:

$142,139,446 gross for regular network service

$118,388,710 net for regular network service

These gross figures are lower than the 1955 grosses of $189,018,121 for CBS-TV and of $163,384,796 for NBC-TV reported by PIB [B•T, Feb. 13], whose compilations of the expenditures of national advertisers for tv network time are reported each month in summary form by B•T. There is, however, nothing alarming in the differences. PIB figures are generally higher than the actual gross billings of the networks, due to the method by which the data is compiled.

PIB gets its gross time sales figures by multiplying the time each station broadcasts each network program by that station's gross network rate for that time period. But differences in time zones and in times at which delayed broadcasts are put on the air may drop a Class A rate estimated by PIB to a Class C rate actually billed by the network. Nor do PIB calculations take into account such special arrangements as are frequent in network practice, particularly in connection with sporting events, where the advertiser pays for, say, the first hour of a play-by-play telecast and the remainder is carried by the network without charge for the remainder of the time. If such a tv network sportscast were to run 2½ hours, PIB figures would show gross charges for 1½ hours of network time which would not appear on the network's own records.

Stemming from the print media measurements in which pages or column inches are measured and the gross space rates applied to provide a means of comparison between individual publications or between media, such as newspapers versus magazines, broadcast network gross time sales are compiled from lists of sponsored network programs and the station line-up and time of broadcast for each, the dollar figures being computed by PIB.

Network testimony upon which the B•T analysis is based disclosed the amount of gross time sales to each advertiser by program on the two networks that year, and, even more importantly, the percentage discount given to the advertiser. These discounts range from 0 to 25% for CBS-TV; from 0 to 48% for NBC-TV.

In the case of NBC-TV, the figures supplied the committee were yearly grosses for each advertiser. CBS-TV computed an average weekly gross and furnished the number of programs and the number of times those programs appeared weekly. B•T computed annual gross expenditures for CBS-TV on the basis of that information, and reached the net figure by applying the appropriate discount to the particular account's gross.

The information on all advertisers, broken down by the programs they sponsored, is presented on following pages. All figures with the exception of the net time sales are those in the hearing record; the net figures for both networks are B•T computations.

On CBS-TV's rate card, station-hour discounts, computed on gross weekly billing for U. S. station time only (of stations actually used), are offered to advertisers using network broadcasts for 26 or more consecutive weeks. These range from 2½% for 10 through 19 station hours per week, to 15% for 90 or more station hours per week. Two or more network contracts for the same advertiser (excluding contracts for shared-sponsorship programs) may be combined in computing the station-hour discount rate. The station-hour discount does not apply, however, to the 8-10:30 p.m. New York time period unless the advertiser uses at least 60 stations.

CBS-TV also offers an additional annual discount on station time charges at the end of 52 weeks of network broadcasting. For consecutive-week advertisers, this comes to 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks; for alternate-week advertisers, it amounts to 26 times 5% of the largest amount of weekly gross billing that has run consecutively for 26 alternate weeks.

In lieu of station-hour and annual discounts, CBS-TV offers an overall discount of 25%, computed on gross weekly billing for station time, to advertisers who use a weekly minimum of $100,000 of gross billing for station time during 52 consecutive weeks of an established overall discount year. Billing of shared sponsorship programs and Extended Market Plan station time may be included, within certain limitations.

NBC-TV's rate card provides for weekly discounts and annual continuity discounts.

Weekly discounts are offered to advertisers sponsoring one or more program periods in the same rate classification for 26 weeks (either consecutive or alternate) within a designated 52-week discount year. These are allowed on all gross billings for time for eli-

IN 1955: CBS-TV NET $142,592,496; NBC-TV NET $118,388,710

gible program periods used during each week of the discount year, and range from 5%, where the aggregate percentage of hour rate charged for program periods used is 40 to 59%, up to 15% where the aggregate percentage is 200% or more. Aggregate percentage is defined as "the total of the percentages of the hour rate charged for program periods used during the week."

The rate of these weekly discounts is reduced if the advertiser uses fewer than 100 U. S. stations for programs broadcast between 8 and 11 p.m. New York time Monday through Friday and between 7 and 11 p.m. New York time Saturday and Sunday. If fewer than 65 stations are used in these periods, the weekly discount is reduced by 10 percentage points; if 65 to 84 are used, it is reduced by 5 percentage points; if 85 to 99 are used, the reduction is 2½ percentage points.

The annual continuity discount is offered in addition to the weekly discount. It amounts to 10% and is allowable on gross time billings for periods of equal duration and in the same rate classifications which were used for 52 consecutive weeks. In lieu of the annual continuity discount, an advertiser using a minimum of 200% of the hour rate per week for 52 weeks will be allowed a 10% discount on total gross time charges during the 52-week period.

Neither the weekly discount nor the annual continuity discount is applicable to programs sold in less than 15-minute segments, to those for which less than 40% of the applicable hour rate is charged, or to sports and other special events programs.

Both CBS-TV and NBC-TV have special inducement arrangements for their respective plans to encourage advertisers to use their smaller-market affiliates—the Extended Market Plan in the case of CBS-TV, and the Program Extension Plan at NBC-TV.

The nature of discounts given by tv networks and why they vary from very small discounts or in some cases none at all to a maximum of 48% was explored by the House Antitrust Subcommittee during its hearings in New York at which the CBS-TV and NBC-TV figures reprinted herewith were entered into the record.

Examining Dr. Frank Stanton, CBS president, on the CBS-TV discounts, committee Chief Counsel Herbert N. Maletz asked if it is correct "that an advertiser who uses a weekly minimum of $100,000 gross billing for station time during 52 consecutive weeks of an established overall discount year receives a 25% overall discount?"

"In lieu of other discounts," Dr. Stanton replied.

The hearing record continues:

Mr. Maletz: Now to illustrate, Dr. Stanton, how the discount structure works, let us take the Procter & Gamble account in 1955. Is it not correct that since the advertiser had over one-half million dollars in average weekly billings and can qualify for the 25% overall discount, it follows that Procter & Gamble received this 25% deduction for all its programs including, for example *Guiding Light,* which runs for 15 minutes during the day in Class C time, and for the program *Topper,* which ran for 30 minutes in the evening in Class A time, is that right?

Dr. Stanton: That is correct.

Mr. Maletz: Therefore, on an overall basis, a large advertiser like Procter & Gamble would receive discount deductions of about $135,000 a week, 25% of $544,300; is that right?

Dr. Stanton: I do not quarrel with your computations.

Mr. Maletz: Would it be correct to say that there are at least a dozen such large corporations that received a 25% discount on their weekly gross billings in 1955, such as Kellogg, Pillsbury Mills, Westinghouse, Liggett & Myers, Lever Brothers, General Mills, Bristol-Myers, R. J. Reynolds, American Home Products, Colgate-Palmolive, Toni and General Foods?

Dr. Stanton: I would have to examine the list but if you have done so I accept your word. At the present time I think there are six advertisers on the overall discount basis.

Mr. Maletz: Now it is also correct, is it not, that an advertiser with a smaller budget who wished to purchase a program that, let us say, ran for 26 alternate weeks, that that small advertiser would, at best, be entitled to a discount of 5%?

Dr. Stanton: Well, we can certainly come up with a hypothetical example that would satisfy that question. Yes, Mr. Maletz.

Mr. Maletz: And other small advertisers might qualify for only 2½% station hour discounts or, indeed, no discount at all? Is that right?

Dr. Stanton: Yes, there are advertisers who got no discount during the period of the analysis you asked for.

Mr. Maletz: Now is it not a fact that the CBS Network discount list for 1955 shows the following contracts and discounts as between competitors, and these examples are only illustrative: First, that R. J. Reynolds received a 25% discount as compared with 12½% to Philip Morris; Bristol-Myers obtained a 25% discount as compared with 5% for Wildroot and 5% for Noxzema Chemical, 9.5% for Carter Products and 15% for Yardley; 23% for National Dairy as compared with 5% for American Dairy; is that correct?

Dr. Stanton: If those are taken off the sheets, yes. May I say, though, that some of those advertisers had at earlier times earned a higher discount. There is nothing in the discount structure that discriminates; anyone who wants to buy the amount of business or the number of stations or the number of programs qualifies on the discount structure.

Mr. Maletz then turned his questioning to the Robinson-Patman Act, asking if it is not a fact that this Act "prohibits quantity discounts not based on cost savings where an injury to competition results." Bruce Bromley, special counsel for CBS, admitted that it is. But when Mr. Maletz continued: "Now if television shows are commodities within the meaning of the Robinson-Patman Act, is it or is it not a fact that the entire CBS discount rate structure may be in violation of the Robinson-Patman Act?" Chairman Emanuel Celler ruled Mr. Bromley need not answer the question.

Chairman Celler then himself asked Mr. Bromley if he believed that tv is a service rather than a commodity and for that reason had come to the conclusion that the Robinson-Patman Act is not applicable to television, which Mr. Bromley said was correct. But when asked whether he thought the Act should be amended to embrace tv as a service, Mr. Bromley said he would not favor such an amendment. Pressed for his reasons, Mr. Bromley replied: "I think we are in enough trouble with the Robinson-Patman Act as it is now, and to extend it to services would get us into a perfect mire."

When, subsequently, NBC President Robert W. Sarnoff submitted the statement of NBC-TV advertisers, their gross billings and the discounts allowed them by NBC-TV, Mr. Maletz did not question him about the variations in discounts given to various advertisers but plunged right into the question of the Robinson-Patman Act and its applicability or not to tv programs. Replying for NBC, John F. Sonnett, special counsel, said the network's position is that "NBC and any broadcaster are not subject to the Robinson-Patman Act."

Asked if there is "any logical basis" for not extending the scope of the Act to include services, Mr. Sonnett replied that "it would be a mistake and perhaps unconstitutional . . . and certainly as a matter of policy I think it would be very unwise to attempt to impose a requirement on individuals who sell services that they should receive the same as some other individual for services, because I do not believe the services of any two people are ever the same and I do not think that Congress could validly legislate that."

ABC TALENT PACTS

ABC has four limited exclusivity, long-term talent contracts for which the network pays an aggregate $650,000 to $700,000 a year, according to information filed with the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.).

These include Martin Block, whose five-year contract expires in 1958; Ozzie and Harriet Nelson, 10 years expiring in 1959; Don McNeill, 10 years expiring in 1960, and John Daly, ABC vice president in charge of news and public affairs, 10 years expiring in 1963.

Walt Disney, ABC reported, is the only producer with which ABC has a contract of more than five years, for the network's *Disneyland* and *Mickey Mouse Club* tv programs. ABC has no contracts with any other producer, writer, director or "so-called creative talent," the report said.

The House Antitrust Subcommittee sought the information in its investigation of alleged monopoly in television by the networks.

CBS-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLINGS

THE TABLES which follow show CBS-TV's list of advertisers for 1955. They were submitted by the network to the House Antitrust Subcommittee in September. CBS-TV broke down the information by each program sponsored by a particular advertiser, the days per week of that show, the number of times it appeared during the year, average weekly gross for the show, and the average weekly discount allowed by the network. The last column, total annual net billing, was computed by B•T after first compiling an annual gross for each show and then applying the appropriate discount.

The total gross billing for all regular network advertisers in 1955 was $175,367,422. The computed B•T net was $142,294,365 for that year.

In addition, CBS-TV also submitted information concerning advertisers under its Extended Market Plan service for 1955. That information is not detailed in the tables. A B•T computation of the EMP advertisers totaled a gross $321,442 and a net $298,131. Accordingly, the overall network gross was $175,688,864; the net was $142,592,496.

Client	*Days per week*	*Program*	*No. of Programs Carried*	*Average Weekly Gross*	*Average Weekly Discount %*	*Annual Net $*
FORD DIV. OF FORD MOTOR CO.	1	*Ford Star Jubilee*	4	$135,100.00	*15.0	459,340
HAWAIIAN PINEAPPLE	1	*House Party*	52	12,100.00	15.0	534,820
S. C. JOHNSON & SON		*Red Skelton, Life with Father Spotlight Playhouse*	26	38,000.00	* 5.0	938,600
KELLOGG	1	*Godfrey & Friends*	5	47,700.00	25.0	178,875
KELLOGG	1	*Lassie*	8	39,200.00	25.0	235,200
KELLOGG	1	*Wild Bill Hickok*	30	20,900.00	25.0	470,250
KELLOGG	1	*Garry Moore*	52	8,800.00	25.0	343,200
KELLOGG	2	*Godfrey Time*	104	16,900.00	24.0	667,888
KELLOGG	2	*House Party*	104	18,600.00	24.0	735,072
LINCOLN MERCURY	1	*Toast of the Town Ed Sullivan Show*	52	84,400.00	25.0	3,291,600
P. LORILLARD CO.	1	*Two for the Money*	42	47,000.00	24.5	1,490,370
P. LORILLARD CO.	1	*Father Knows Best Appointment with Adventure*	47	45,500.00	24.0	1,625,260
MILES LABORATORIES	1	*Garry Moore*	52	10,400.00	*20.0	432,640
MILES LABORATORIES	1	*Bob Crosby*	14	10,200.00	*20.0	114,240
PET MILK	1	*Red Skelton Spotlight Playhouse*	25	40,500.00	*5.0	961,875
PILLSBURY MILLS	1	*Godfrey & Friends*	12	44,900.00	15.0	457,980
PILLSBURY MILLS	4	*Godfrey Time*	208	39,200.00	25.0	1,528,800
PILLSBURY MILLS	4	*House Party*	208	39,800.00	25.0	1,552,200
PRUDENTIAL INSURANCE CO.	1	*You Are There*	24	45,600.00	16.0	919,296
PRUDENTIAL INSURANCE CO.	1	*Garry Moore*	12	14,500.00	16.0	146,160
REVLON INC.	1	*Danger*	38	45,000.00	23.0	1,316,700
REVLON INC.		*$64,000 Question*				
REVLON INC.	1	*Appointment with Adventure*	5	46,600.00	20.0	186,400
REVLON INC.	1	*Johnny Carson Public Defender*	13	36,800.00	20.0	382,720
SCHLITZ BREWING CO.	1	*Playhouse of Stars*	52	43,700.00	22.0	1,772,472
SINGER SEWING MACHINE CO.	1	*Four Star Playhouse*	26	42,800.00	5.0	1,057,160
SYLVANIA ELECTRIC CO.	1	*Beat the Clock*	53	40,300.00	21.0	1,687,361
MILES LABORATORIES	1	*Robert Q. Lewis*	38	9,200.00	20.0	279,680
BENDIX DIV. OF AVCO	1	*Doug. Edwards & The News*	33	25,100.00	17.5	683,348
S. C. JOHNSON	1	*Robert Q. Lewis*	35	11,200.00	18.5	319,480
GOLDSEAL	1	*The Jo Stafford Show*	21	25,800.00	17.5	446,985
CAMPBELL SOUP	1	*Abbott & Costello*	9	16,249.00	12.0	128,692
CAMPBELL SOUP	1	*Lassie*	36	37,700.00	13.5	1,173,978
WESTINGHOUSE ELECTRIC	1	*Studio One—Summer Theatre*	52	73,637.00	25	2,871,843
WESTINGHOUSE ELECTRIC	1	*Best of Broadway*	6	72,950.00	15	372,045
YARDLEY	1	*Garry Moore*	52	17,300.00	15	764,660
LIGGETT & MYERS	3	*Perry Como*	75	73,200.00	25	1,372,500
LIGGETT & MYERS	1	*Tv Top Tunes*	9	45,100.00	22	316,602
LIGGETT & MYERS	1	*Gunsmoke*	13	48,900.00	23	489,489
LONGINE	3	*Chronoscope*	39	29,100.00	5	359,385
LEVER BROS.	1	*Uncle Johnny Coons*	26	10,500.00	25	204,750
LEVER BROS.	1	*Uncle Johnny Coons*	14	13,200.00	15	157,080
LEVER BROS.	1	*Talent Scouts*	26	39,200.00	20	815,360
LEVER BROS.	1	*G. Moore*	7	9,300.00	25	48,825
LEVER BROS.	1	*G. Moore*	13	10,600.00	25	103,350
LEVER BROS.	2	*Godfrey Time*	104	18,000.00	25	702,000
LEVER BROS.	3	*Art Linkletter*	156	29,000.00	25	1,131,000
CONVERTED RICE	1	*G. Moore*	34	13,500.00	17.5	378,675
			19		5	
BEST FOODS	1	*Robert Q. Lewis*	40	9,000.00	10	324,000
P & G	5	*Road of Life*	130	39,000.00	25	760,500
P & G	1	*Bob Crosby*	4	9,300.00	25	27,900
P & G	5	*Guiding Light*	260	48,000.00	25	1,872,000
P & G	5	*Brighter Day*	260	49,000.00	25	1,911,000
P & G	5	*Welcome Travelers*	260	82,000.00	25	3,198,000
P & G	5	*On Your Account*	260	86,000.00	25	3,354,000
P & G	1	*I Love Lucy—Whiting Girls*	27	53,000.00	25	1,073,250
P & G	1	*Topper*	20	45,000.00	25	675,000
P & G	1	*Down You Go—It's Always Jan*	18	48,000.00	25	648,000
P & G	1	*The Line Up—Undercurrent*	20	49,000.00	25	735,000
P & G	1	*Favorite Husband*	15	36,000.00	25	405,000
SOILAX	1	*Garry Moore*	12	11,400.00	5	129,960

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross $	Average Weekly Discount %	Total Annual Net $
ANHEUSER BUSCH INC.	1	*Damon Runyon Theatre*	38	27,900.00	21	837,558
CARTER PRODUCTS	1	*Meet Millie*	25	39,800.00	9.5	900,475
GENERAL MILLS INC.	1	*Burns & Allen*	6	48,700.00	15	248,370
GENERAL MILLS INC.	1	*Tales of the Texas Rangers*	13	16,100.00	20	167,440
GENERAL MILLS INC.	1	*Life with Father*	7	30,250.00	25	158,813
GENERAL MILLS INC.	1	*Lone Ranger*	52	14,500.00	25	565,500
GENERAL MILLS INC.	3	*Bob Crosby*	152	17,800.00	25	676,400
GENERAL MILLS INC.	1	*Captain Midnight*	16	12,900.00	15	175,440
GENERAL MILLS INC.	1	*Garry Moore*	18	9,300.00	25	125,550
GENERAL MILLS INC.	3	*Valiant Lady*	152	27,800.00	25	1,056,400
GENERAL MILLS INC.	2	*Robert Q. Lewis*	68	7,000.00	25	178,500
GENERAL MILLS INC.	1	*Willy*	20	30,600.00	25	459,000
GENERAL MILLS INC.	2	*Barker Bill*	87	18,300.00	25	597,038
GERBER PRODUCTS	1	*Bob Crosby Show*	18	13,500.00	5	230,850
MINNESOTA MINING	2	*Godfrey Time*	14	10,800.00	17.5	62,370
MINNESOTA MINING	1	*Godfrey Time*	15	11,200.00	5	159,600
NATIONAL DAIRY	1	*Big Top*	52	30,000.00	23	1,201,200
QUAKER OATS INC.	1	*Contest Carnival*	38	17,700.00	17.5	554,895
QUAKER OATS INC.	1	*Sgt. Preston of the Yukon*	14	18,800.00	20	210,560
PHARMACEUTICALS INC.	1	*Doug. Edwards & the News*	33	23,600.00	23	599,676
PHARMACEUTICALS INC.	1	*Meet Millie*	26	36,800.00	18	784,576
W. A. SHEAFFER PEN CO.	1	*Two for the Money*	11	50,850,00	13	486,635
MAYTAG CO.	1	*Star Time Playhouse—Navy Log*	13	43,300.00	5	534,755

AT THE outset of the House Antitrust Subcommittee investigation of networks B•T editorially protested the public disclosure of business secrets. It has been this publication's belief that the revelation of confidential information could unfairly put networks at a competitive disadvantage. Now that the material has been made available for public inspection, however, it is B•T's obligation to present it. This publication is, after all, a news magazine.

The Editors

W. A. SHEAFFER PEN CO.	1	*Star Time Playhouse—Navy Log*	12	43,300.00	5	493,620
SIMONIZ CO.	1	*Bob Crosby*	47	9,900.00	20	372,240
SIMONIZ CO.	1	*Garry Moore Show*	21	9,600.00	20	161,280
U. S. STEEL CORP.	1	*U. S. Steel Hour*	13	73,900.00	5	912,665
WANDER CO.	1	*Captain Midnight*	14	17,300.00	7.5	224,035
BROWN & WILLIAMSON	1	*Robert Q. Lewis*	7	12,200.00	10	76,860
MINNESOTA MINING	1	*Godfrey Time*	19	12,300.00	5	222,015
DOW CHEMICAL	1	*Godfrey Time*	26	13,500.00	5	333,450
BROWN & WILLIAMSON	1	*Lineup—Undercurrent*	26	52,000.00	20	1,081,600
AMERICAN OIL CO.	1	*Person to Person*	26	16,275.00	5	401,993
BRISTOL MYERS	1	*Four Star Playhouse*	26	42,615.00	20	886,392
BRISTOL MYERS	1	*Godfrey Time*	52	8,799.37	25	343,175
BRISTOL MYERS	1	*Godfrey Time*	52	11,732.50	25	457,568
BRISTOL MYERS	1	*Garry Moore*	6	12,540.00	15	63,954
BRISTOL MYERS	1	*Garry Moore*	52	10,301.88	25	401,774
BRISTOL MYERS	1	*Stage Seven*	1	35,962.50	25	26,972
BRISTOL MYERS	1	*Alfred Hitchcock*	51	40,754.25	25	1,558,850
CHRYSLER CORP.	1	*Climax-Shower of Stars*	52	78,512.50	25	3,061,988
JULES MONTENIER	1	*What's My Line*	26	36,877.50	5	910,874
WILDROOT	1	*Robin Hood*	6	42,672.38	5	243,232
JOHNSON & JOHNSON	1	*Robin Hood*	7	41,596.87	5	276,619
WESSON OIL	1	*Valiant Lady*	17	15,612.00	17.5	218,958
REMINGTON RAND	1	*What's My Line*	26	40,425.00	5	998,498
HAMM BREWING	1	*Person to Person*	52 wkly 26 alt.	11,448.00	7.5	550,649
FRIGIDAIRE	2	*Godfrey Time*	90	24,675.00	17.5	916,059
FRIGIDAIRE	1	*A. Godfrey & His Friends*	18	45,615.75	15	697,921
CHEVROLET	1	*Garry Moore*	5	15,265.00	25	57,244
FRIGIDAIRE	1	*My Favorite Husband*	13	39,198.00	20	407,659
BUICK	1	*J. Gleason—The Honeymooners*	14	53,130.75	25	557,873
R. J. REYNOLDS	1	*I've Got A Secret*	52	48,472.50	25	1,890,428
R. J. REYNOLDS	1	*Topper—Crusader*	19 alt. 13 wkly	44,491.50	22.5	655,138
R. J. REYNOLDS	1	*Bob Cummings*	26	41,325.00	25	805,838
R. J. REYNOLDS	1	*You'll Never Get Rich*	8	46,557.75	25	279,347
PHILIP MORRIS	1	*I Love Lucy*	18	50,194.50	22.5	700,213
PHILIP MORRIS	1	*Public Defender*	17	34,417.50	12.5	511,961

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross $	Average Weekly Discount %	Total Annual Net $
Noxzema Chemical Co.	1	*Person to Person*	13	28,942.50	5	357,440
Pabst Brewing Co.	1	*Blue Ribbon Bouts*	16	60,744.00	25	728,928
State Farm Mutual Insurance Co.	1	*Red Barber's Corner*	16	12,350.81	15	167,971
Helene Curtis	1	*Robert Q. Lewis*	35	11,975.00	15	356,256
Helene Curtis	1	*Professional Father*	13	43,600.00	15	481,780
Helene Curtis	1	*Professional Father*	13	13,100.00 (2)	—	170,300
American Home Prod.	5	*Love of Life*	260	90,000.00	25	3,510,000
American Home Prod.	5	*Secret Storm*	238	41,300.00	25	1,474,410
American Home Prod.	1	*A. Godfrey Time*	18	8,500.00	25	114,750
American Home Prod.	1	*Doug. Edwards & The News*	54	24,400.00	25	988,200
American Home Prod.	1	*Name That Tune*	6	33,500.00	25	150,750
American Home Prod.	1	*Name That Tune*	14	28,200.00	25	296,100
American Home Prod.	1	*Down You Go*	7	42,200.00	25	221,550
American Home Prod.	1	*Wanted—Quiz Kids*	11	29,700.00	25	245,025
American Tobacco Co.	1	*Jack Benny—Pvt. Secretary*	52	50,800.00	25	1,981,200
American Tobacco Co.	2	*Doug. Edwards & The News*	104	35,700.00	25	1,392,300
Borden Co.	1	*Garry Moore*	39	11,600.00	10	407,160
Carnation Co.	1	*Bob Crosby*	8	16,000.00	15	108,800
Carnation Co.	1	*Burns & Allen*	26	49,300.00	19	1,038,258
Colgate Palmolive	3	*Strike It Rich*	260	54,600.00 (1)	25	3,549,000
Colgate Palmolive	3	*The Big Payoff*	156	56,400.00	25	2,199,600
Colgate Palmolive	1	*Strike It Rich-Millionaire*	52	47,900.00	25	1,868,100
Toni Company	1	*Talent Scouts*	7	45,100.00	25	236,775
Toni Company	1 1	*A. Godfrey & His Friends* *Frankie Laine*	44	50,200.00	25	1,656,600
Toni Company	1-2	*Valiant Lady*	76	9,200.00	25	495,656
Toni Company	1	*Bob Crosby*	52	7,500.00	25	292,500
Toni Company	1	*Garry Moore*	26	8,000.00	20	166,400
Toni Company	1	*Garry Moore*	6	9,600.00	25	43,200
Toni Company	1	*Garry Moore*	2	9,700.00	25	14,550
Toni Company	1-2	*A. Godfrey Time*	57	8,700.00	25	316,109
B. F. Goodrich	1	*Burns & Allen*	20	44,400.00	1.25	876,900
Norwich Pharmacal	1	*Sunday News Special*	52	10,000.00	12.5	455,000
C. Swanson & Sons	1	*Robert Q. Lewis*	17	9,400.00	11	142,222
C. Swanson & Sons	1	*Bob Crosby*	17	9,400.00	11	142,222
C. Swanson & Sons	1	*Bob Crosby*	13	13,500.00	22	136,890
Gillette Safety Razor		*Kentucky Derby*	1	40,000.00	15	34,000
Gillette Safety Razor		*Preakness*	1	40,000.00	15	34,000
Gillette Safety Razor		*Belmont Stakes*	1	37,800.00	15	32,130
Aluminum Co. of America		*See It Now*	27	31,000.00	7.5	774,225
Amana Refrig.	1	*Phil Silvers*	7	46,527.50	5	309,408
Gen. Elec.	1	*20th Century Fox*	16	72,392.50	20	926,624
Corn Prods.	1	*Robert Q. Lewis*	39	10,323.75	10	362,363
Corn Prods.	1	*Godfrey Time*	45	9,431.93	19.3	342,521
Chun King	1	*Garry Moore*	26	13,205.00	5	326,164
Lanolin Plus	1	*Robert Q. Lewis*	16	13,675.00	7.5	202,390
Wrigley	1	*Gene Autry*	52	13,942.50	10	652,509
S. O. S.	1	*Bob Crosby*	26	12,335.00	12.5	280,621
S. O. S.	1	*Garry Moore*	13	13,665.00	15	159,998
A. E. Staley	1	*Garry Moore*	25	12,860.00	5	305,425
Scott Paper	1	*Valiant Lady*	4	11,012.50	22	34,359
Scott Paper	1	*Garry Moore*	17	12,890.00	21	173,113
Scott Paper	1	*Bob Crosby*	13	11,679.00	21.3	119,488
Scott Paper	1	*Bob Crosby*	30	9,835.00	21	233,090
Scott Paper	1	*Garry Moore*	26	9,600.00	21	197,184
Scott Paper	1	*Omnibus*	26	20,727.00	10	485,012
Gen. Foods	1	*Johnny Carson*	22	40,961.00	25	675,857
Gen. Foods	5	*Portia Faces Life*	135	46,000.00	25	931,500
Gen. Foods	1	*Christmas Show*	1	75,200.00	25	56,400
Gen. Electric	1	*Jane Froman*	26	15,190.00	25	296,205
Gen. Electric	1	*Ray Milland*	26	30,104.50	15	665,309
Gen. Electric	1	*Parade of Light*	1	22,432.50	15	19,068
Gen. Electric	1	*G. E. Theatre*	52	47,280.00	24.7	1,851,296
CBS Columbia	1	*Willy*	7	9,000.00	—	63,000
CBS Columbia	1	*Godfrey & Friends*	9	51,853.00	15	396,675
CBS Columbia	1	*Talent Scouts*	7	32,482.00	2.1	222,599
CBS Hytron	1	*Talent Scouts*	7	6,500.00	2.1	44,545
CBS Columbia	1	*Life with Father*	19	8,500.00	—	161,500
Gen. Foods	1	*I Love Lucy*	13	45,638.00	25	444,971
Gen. Foods	1	*Mamma*	51	35,703.00	25	1,365,640
Gen. Foods	1	*Our Miss Brooks*	51	34,844.00	25	1,332,783
Swift & Co.	1	*Garry Moore*	8	12,980.00	12	91,379
Swift & Co.	1	*Garry Moore*	34	10,976.00	6.9	347,434
Swift & Co.	1	*Garry Moore*	21	9,452.00	11	176,658

(1) Time is furnished without charge to sponsor on two out of five days a week in return for which sponsor (A) makes this program available on the two days at a nominal cost and (B) sponsor makes another program available twice a week at nominal cost.

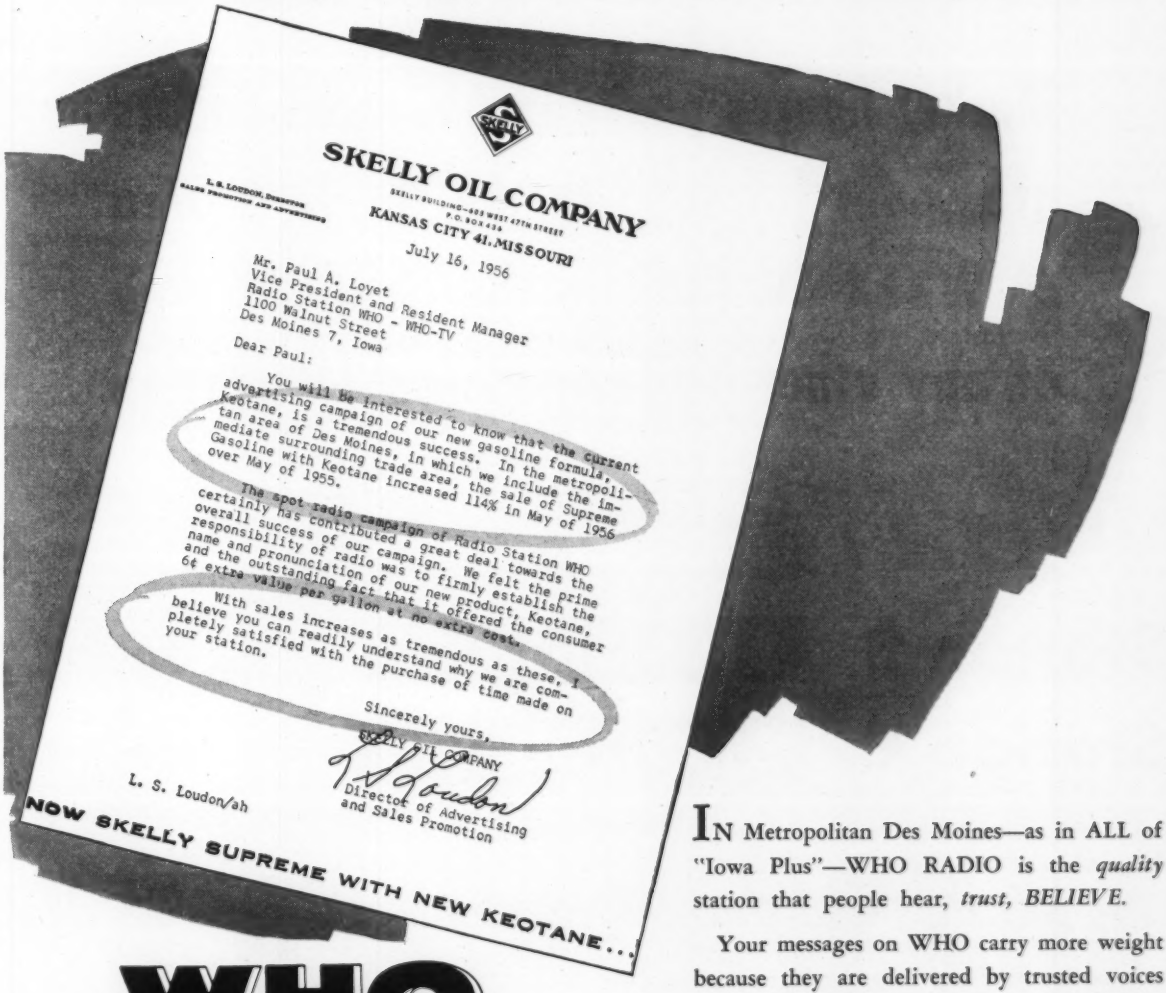
(2) Because of failure to sell alternate week, sponsor permitted to pick up for station payment only.

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Discount %	Annual Net $
PROCTER & GAMBLE	1	*Jackie Gleason*	26	25,914.00	15	572,699
NESTLE CO.	1	*Jackie Gleason*	38	24,871.00	15	803,333
NESTLE CO.	1	*Stage Show*	14	43,255.00	21	478,400
SHEAFFER PEN	1	*Jackie Gleason*	13	24,324.00	7.5	292,496
COMSTOCK	1	*Garry Moore*	12	12,052.00	5	137,393
ALUMINUM	1	*Omnibus*	26	20,700.00	10	484,380
SCHICK	1	*Jackie Gleason*	25	24,859.00	7.5	574,864
GEN. FDS.	1	*December Bride*	52	50,000.00	25	1,950,000
ZENITH RADIO	1	*Omnibus*	13	20,000.00 (3)	50	130,000
NORCROSS	1	*Omnibus*	15	19,800.00	10	267,300
AMERICAN DAIRY	1	*Bob Crosby*	24	12,222.50	5	278,673
CBS HYTRON	1	*Garry Moore*	6	14,452.00	12.5	758,730
REGAL PALE BREWING	1	*Harry Owens Show*	52	4,890.00	20	203,424
CALIFORNIA BREWING	1	*The Star & Story*	2	4,200.00	10	7,560
Network Participating Program.						
REVLON PRODUCTS	2	*Morning Show*	28	6,400.00	5	85,120
FLORIDA CITRUS	3	*Morning Show*	23	9,862.00	10	68,048
CAMPBELL CEREAL	2	*Morning Show*	16	2,436.00	5	18,514
MONSANTO CHEM.	5	*Morning Show*	28	15,000.00	17.5	693,000
LYON VAN & STORAGE	3	*Panorama Pacific*	158	1,200.00	7.38	58,536
HILLS BROS.	3	*Panorama Pacific*	156	1,200.00	7.38	57,795
REXALL DRUG	3	*Panorama Pacific*	3	1,050.00	2.5	1,024
MONSANTO CHEM.	2	*Panorama Pacific*	28	700.00	17.5	8,085
W. A. SHEAFFER INC.	3	*Panorama Pacific*	33	1,050.00	2.5	11,261
LORRAINE BURTON SALAD	1	*Panorama Pacific*	27	350.00	2.5	9,214
SWIFT & CO.	2	*Panorama Pacific*	64	700.00	2.5	21,840
J. P. STEVENS	3	*Panorama Pacific*	12	1,050.00	2.5	4,095
WISHBONE SALAD DRESSING	5	*Panorama Pacific*	40	1,750.00	5	13,300
STERLING DRUG	2	*Panorama Pacific*	18	700.00	2.5	6,143
PHILIP MORRIS	3	*Panorama Pacific*	126	1,050.00	7	41,013
PROCTER & GAMBLE	5	*Panorama Pacific*	25	2,250.00	5	10,688
CONVERTED RICE	3	*Panorama Pacific*	39	1,050.00	5	12,968
READER'S DIGEST	4	*Panorama Pacific*	4	1,400.00	2.5	1,365
CBS CLIENTS RECEIVING NO DISCOUNTS						
MASLAND	1	*Garry Moore*	4	$ 12,700.00		$ 50,800
SERTA ASSOCIATES	1	*Garry Moore*	4	15,100.00		60,400
SEVEN UP	1	*Bob Crosby*	4	13,900.00		55,600
ECAP	1	*You Are There*	20	39,400.00		788,000
MASLAND	1	*Garry Moore*	12	12,900.00		154,800
NASH KELVINATOR	1	*Danger*	12	34,100.00		409,200
DOESKIN PRODUCTS INC.	1	*Robert Q. Lewis*	13	10,400.00		135,200
SIMMONS CO.	1	*My Favorite Husband*	9	33,100.00		297,900
MASLAND	1	*Garry Moore*	8	12,200.00		97,600
RONSON	2	*Doug. Edwards & News*	36	87,200.00		1,569,600
LONGINE	1	*Conquest*	2	57,800.00		115,600
LONGINE	1	*Thanksgiving*	1	55,500.00		55,500
INTERNATIONAL HARVESTER	1	*Halls of Ivy*	20	25,000.00		500,000
NABISCO	1	*Halls of Ivy*	21	26,700.00		560,700
AMANA REFRIG.	1	*Basketball*	10	14,600.00		146,000
AMANA REFRIG.	1	*Football*	5	65,000.00		325,000
AMANA REFRIG.	1	*Pacific Coast Basketball*	2	4,200.00		8,400
GENERAL FOODS	1	*Three For Tonight*	1	120,000.00*		120,000
GENERAL FOODS	1	*Jo Stafford*	4	22,500.00*		90,000
BAUER & BLACK	1	*Godfrey Time*	11	11,700.00		128,700
C.B.S. COLUMBIA	1	*See It Now*	1	13,500.00		13,500
COLUMBIA RECORDS	1	*See It Now*	1	27,000.00		27,000
STERNS NURSERY	1	*Morning Show*	5	1,300.00		6,500
KENDALL CO.	1	*Morning Show*	16	3,200.00		51,200
MULLINS MFG.	1	*Morning Show*	1	3,300.00		3,300
REXALL DRUG	3	*Morning Show*	3	9,900.00		9,900
EDISON CHEM.	1	*Morning Show*	1	3,300.00		3,300
HOOVER CO.	2	*Morning Show*	5	9,300.00		23,250
CRANE CO.	1	*Morning Show*	15	3,200.00		48,000
SHULTON	1	*See It Now*	1	90,000.00*		90,000
MAYBELLINE	1	*Robert Q. Lewis*	1	10,900.00		10,900
MAYBELLINE	1	*Jack Paar*	1	6,800.00		6,800
MAYBELLINE	1	*See It Now*	1	40,400.00*		40,400
PIONEER RUBBER CO.	1	*Panorama Pacific (1)*	10	300.00		3,000
MORTON SALT CO.	1	*Panorama Pacific (1)*	13	300.00		3,900
WESSEN HOUSEWARE	1	*Panorama Pacific (1)*	7	300.00		2,100
PUREX CORP.	2	*Panorama Pacific (1)*	26	700.00		9,100
MULLENS MFG.	1	*Panorama Pacific (1)*	1	300.00		300
CARTER PRODS.	1	*Panorama Pacific (1)*	2	300.00		600
BONNE BELL INC.	2	*Panorama Pacific (1)*	24	700.00		8,400
YARDLEY OF LONDON	1	*Panorama Pacific (1)*	8	300.00		2,400
GEN. MILLS	2	*Panorama Pacific (1)*	26	800.00		10,400
KENDALL CO.	1	*Panorama Pacific (1)*	16	300.00		4,800

(3) Special allowance as part of settlement of litigation.
(1) Shared sponsorship program for which separate discount schedule is applicable, but discount not earned in above instances.
* Contract price for special programming: includes both time and program.

WHO Radio helps 114% Sales Increase for Skelly Oil in Metropolitan Des Moines!



SKELLY OIL COMPANY

SKELLY BUILDING—605 WEST 47TH STREET
P.O. BOX 436
KANSAS CITY 41, MISSOURI

L. S. LOUDON, DIRECTOR
SALES PROMOTION AND ADVERTISING

July 16, 1956

Mr. Paul A. Loyet
Vice President and Resident Manager
Radio Station WHO - WHO-TV
1100 Walnut Street
Des Moines 7, Iowa

Dear Paul:

You will be interested to know that the current advertising campaign of our new gasoline formula, Keotane, is a tremendous success. In the metropolitan area of Des Moines, in which we include the immediate surrounding trade area, the sale of Supreme Gasoline with Keotane increased 114% in May of 1956 over May of 1955.

The spot radio campaign of Radio Station WHO certainly has contributed a great deal towards the overall success of our campaign. We felt the prime responsibility of radio was to firmly establish the name and pronunciation of our new product, Keotane, and the outstanding fact that it offered the consumer 6¢ extra value per gallon at no extra cost.

With sales increases as tremendous as these, I believe you can readily understand why we are completely satisfied with the purchase of time made on your station.

Sincerely yours,

SKELLY OIL COMPANY

L. S. Loudon

L. S. Loudon/ah
Director of Advertising
and Sales Promotion

NOW SKELLY SUPREME WITH NEW KEOTANE...

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

IN Metropolitan Des Moines—as in ALL of "Iowa Plus"—WHO RADIO is the *quality* station that people hear, *trust, BELIEVE.*

Your messages on WHO carry more weight because they are delivered by trusted voices and are backed by excellent programming sponsored by America's leading companies.

Skelly's Mr. Loudon KNOWS what all this means to advertisers—and so do your Colonels at Peters, Griffin, Woodward. *Ask* them!

Peters, Griffin, Woodward, Inc., *Exclusive National Representatives*

15.6% Food Dominance

Market figures prove 15.6% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

	Food Dollars Spent	Percentage
WXEX-TV	$230,866,000	100%
Station B	$199,661,000	86.2%
Station C	$199,700,000	86.5%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross $	Total Annual Net $
SOUTHERN CALIF. PLASTERERS	1	*Tournament of Roses*	1	3,600.00	3,600
MAGLA PRODS.	1	*Panorama Pacific (1)*	2	300.00	600
WEMAR CORP.	1	*Panorama Pacific (1)*	1	300.00	300
WECO PRODS.	2	*Panorama Pacific (1)*	10	700.00	3,500
AMER. CONE & PRETZEL CO.	1	*Panorama Pacific (1)*	2	400.00	800
CALGON INC.	1	*Panorama Pacific (1)*	11	300.00	3,300
COAST FISHERIES	2	*Panorama Pacific (1)*	18	700.00	6,300
E. L. BRUCE	2	*Panorama Pacific (1)*	26	700.00	9,100
POLAROID CORP.	1	*Panorama Pacific (1)*	5	450.00	2,250
IN-SINKERATOR	2	*Panorama Pacific (1)*	26	700.00	9,100
LINCOLN MERCURY	1	*Pan Amer. Road Race Film*	1	1,100.00	1,100
CURTISS CANDY CO.	1	*Tales of the Texas Rangers*	5	20,100.00	100,500
RALSTON PURINA	1	*Robert Q. Lewis*	5	10,500.00	52,500
RALSTON PURINA	1	*Garry Moore*	4	13,100.00	52,400
ARMOUR	1	*Captain Midnight*	6	15,500.00	93,000
FALSTAFF BREWING CORP	1	*Game Of The Week*	25	467,900.00*	467,900
IDEAL TOYS	1	*Winky Dink & You*	13	12,100.00	157,300
MONSANTO CHEM CO.	1	*Winky Dink & You*	4	16,200.00	64,800
NATIONAL CARBON	1	*A. Godfrey & Friends*	3	48,500.00	145,500
LEWIS HOWE	1	*Swaps v. Nashua Match Race*	1	62,000.00*	62,000
LARSEN CO.	1	*Bob Crosby*	5	13,800.00	69,000
ELGIN NATL. WATCH CO.	1	*Person To Person*	9	37,300.00	335,700
AMOCO	1	*Years of Crisis*	1	27,200.00	27,200
BLOCK DRUG	1	*Danger*	2	33,300.00	66,600

(1) Shared sponsorship program for which separate discount schedule is applicable, but discount not earned in above instances.
* Contract price for special programming: includes both time and program.

NBC-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLING

THE TABLES which follow show NBC-TV's list of advertisers for 1955. NBC-TV broke down the information by each program sponsored by a particular advertiser, the total gross charged for the show, and the discount allowed by the network.

The total net time figures listed in the last column are B•T computations arrived at by deducting the appropriate discount. The total gross billing for all advertisers in 1955 was $142,139,446. The computed B•T net was $118,388,710.

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
ALUMINUM CO. OF AMERICA			
Alcoa Hour	482,883	9	439,424
Ding Dong School	8,187	15	6,959
Feather Your Nest	6,815	15	5,793
Matinee	7,769	15	6,604
Tennessee Ernie Ford	7,081	15	6,019
World of Mr. Sweeney	7,525	15	6,396
Today—Home—Tonight	378,065	17½	311,904
AMERICAN DOLL CO.			
Pinky Lee	65,595	20	52,476
AMERICAN CHICLE CO.			
Caesar's Hour	985,959	7½	912,012
Summer Theatre	194,340	25	145,755
Victor Borge Show	35,106	0	35,106
Zoo Parade	374,691	0	374,691
AMERICAN HOME PRODUCTS			
Midwestern Hayride	133,545	23	102,830
Today—Home—Tonight	250,726	20	200,581
G. WASHINGTON COFFEE (AM. HOME)			
Today—Home—Tonight	90,336	10	81,302
AMERICAN TOBACCO CO.			
Best In Mystery	89,982	16	75,585
The Big Story	1,101,091	20	880,873
Your Hit Parade	1,048,946	20	839,157
Justice	447,773	10	402,996
Robert Montgomery	967,903	18	793,680
Your Play Time	317,975	16	267,099
AMERICAN VISCOSE			
Today—Home—Tonight	69,640	10	62,676
CHARLES ANTELL INC.			
Easter in New York	18,405	0	18,405
TV Academy Awards	17,336	0	17,336
Hollywoods Best	83,535	25	62,651
Search For Beauty	775,770	33	519,766
Ted Mack Matinee	73,356	33	49,149
Today—Home—Tonight	40,688	0	40,688
ARMSTRONG CORK CO.			
Circle Theatre	1,370,020	7	1,274,119
ASSOCIATED PRODUCTS			
Arthur Murray Party	299,975	25	224,981
Tony Martin	477,233	0	477,233
ATLANTIS SALES CORP.			
Howdy Doody	114,328	20	91,462

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
Pinky Lee	31,466	20	25,173
World of Mr. Sweeney	273,002	5	259,352
Today—Home—Tonight	71,280	0	71,280
AVCO MFG. CO.			
Midwest Hayride	365,026	22	284,720
NCAA Football	314,766	0	314,766
Today—Home—Tonight	50,965	0	50,965
HAZEL BISHOP			
Dunninger Show	458,691	25	344,018
Place The Face	524,671	25	393,503
Raye—Berle	391,388	13	340,508
Color Spread	235,040	0	235,040
This Is Your Life	1,117,945	7	1,039,689
BISSEL CARPET CO.			
Today—Home—Tonight	487,173	20	389,738
BORDEN CO.			
A Date With Life	400,030	24	304,023
Justice	918,268	24	697,884
Make The Connection	497,438	24	378,053
People's Choice	509,545	24	387,254
Way Of The World	1,369,450	24	1,040,782
CALIFORNIA PACKING CO.			
Today—Home—Tonight	381,880	17½	315,051
CAMPBELL SOUP CO.			
Dear Phoebe	822,426	7	764,856
Howdy Doody	178,441	18	146,322
Pinky Lee	31,682	20	25,346
Star Stage	410,703	6	386,061
Today—Home—Tonight	31,682	0	31,682
CHESEBROUGH-PONDS			
Cotton Bowl Game	23,743	0	23,743
Star Stage	331,946	6	312,029
Today—Home—Tonight	43,511	0	43,511
CHRYSLER DIV.			
It's a Great Life	2,123,111	15	1,804,644
Shrine Game	149,100	0	149,100
Today—Home—Tonight	9,713	0	9,713
DESOTO DIV.			
You Bet Your Life	2,759,016	25	2,069,262
Today—Home—Tonight	4,819	0	4,819

* Total net time figures are B•T computations.

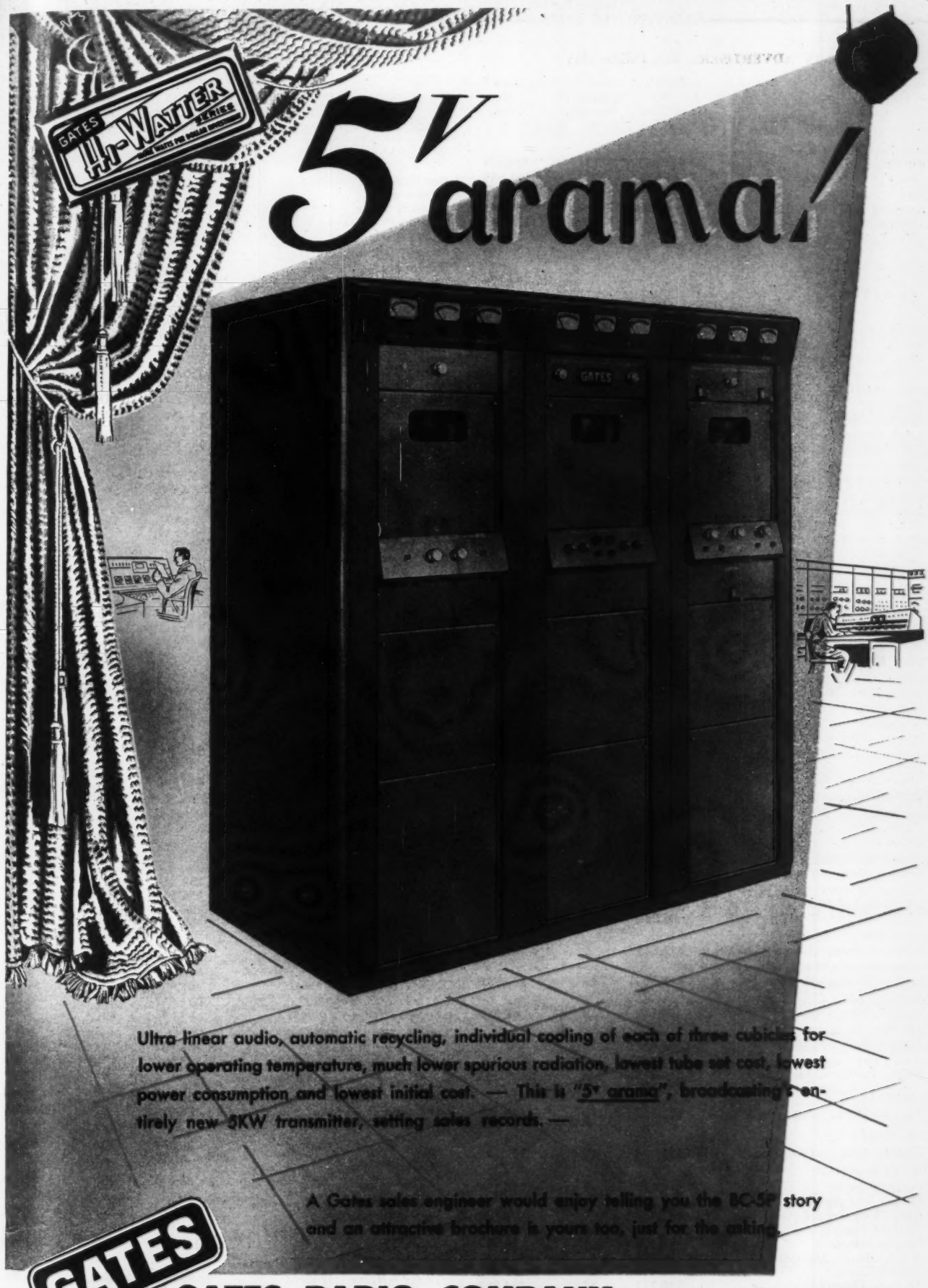
NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
DODGE BROTHERS DIV.			
Nat'l Open Golf Championship	72,549	15	**61,667**
PLYMOUTH DIV.			
Plymouth News Caravan	2,718,393	23	**2,093,163**
CLUETT PEABODY			
Today—Home—Tonight	210,948	17½	**174,032**
COCA COLA INC.			
Coketime	2,551,241	11	**2,270,604**
COLGATE PALMOLIVE CO.			
Comedy Hour	1,434,553	25	**1,075,915**
Colgate Variety Hour	1,956,295	20	**1,565,036**
Ding Dong School	208,317	25	**156,238**
Feather Your Nest	1,132,571	22½	**877,743**
Howdy Doody	984,250	29	**698,818**
Modern Romances	1,784,306	22½	**1,382,837**
CONTINENTAL BAKING CO.			
Howdy Doody	965,189	21	**762,499**
CROWELL-COLLIER			
Today—Home—Tonight	85,446	12½	**74,765**
CUDAHY PACKING CO.			
Today—Home—Tonight	322,516	17½	**266,076**
HELENE CURTIS			
Caesar's Hour	242,163	0	**242,163**
Today—Home—Tonight	270,979	20	**216,783**
DOW CHEMICAL CO.			
NCAA Football Scoreboard	155,461	0	**155,461**
Medic	1,473,825	10	**1,326,443**
Today—Home—Tonight	433,968	17½	**358,024**
EASTMAN KODAK CO.			
Kodak Request Performance	1,010,300	16	**848,652**
Norby	425,977	16	**357,821**
Screen Directors Playhouse	533,925	16	**448,497**
FORD MOTOR CO.			
Ford Theatre	2,621,434	16	**2,202,005**
Producers Showcase	763,664	3	**740,754**
GENERAL DYNAMICS CORP.			
Youth Wants to Know	135,140	5	**128,383**
GENERAL ELECTRIC CO.			
Dear Phoebe	497,838	6	**467,968**
I Married Joan	602,163	6	**566,033**
New Years Eve Times Sq.	12,088	0	**12,088**
Medic	275,468	0	**275,468**
Today—Home—Tonight	164,669	10	**148,202**
GENERAL FOODS CORP.			
Bob Hope Show	409,466	13	**356,235**
Caesar's Hour	78,357	0	**78,357**
Commando Cody	269,317	20	**215,454**
Fury	256,565	20	**205,252**
Pinky Lee	135,585	17½	**111,858**
Roy Rogers	2,227,459	18	**1,826,516**
Roy Rogers Champ. Rodeo	79,870	13	**69,487**
Today—Home—Tonight	288,237	17½	**237,796**
GENERAL MILLS CORP.			
Ding Dong School	313,960	5	**298,262**
GENERAL MOTORS CORP.			
A. C. SPARK PLUG DIV. (GM)			
Big Town	827,137	13	**719,609**
General Motors Motorama	78,450	15	**66,683**
Wide Wide World	85,153	15	**72,380**
BUICK MOTOR DIV. (GM)			
Milton Berle	1,046,864	15	**889,834**
Nat'l Football League Championship	56,689	0	**56,689**
Color Spread	25,208	0	**25,208**
Today—Home—Tonight	42,924	0	**42,924**
CADILLAC MOTOR DIV. (GM)			
Today—Home—Tonight	22,426	0	**22,426**
CHEVROLET MOTOR DIV. (GM)			
The Chevy Show	465,627	14	**400,439**
Dinah Shore Show	2,436,224	14	**2,095,153**
Today—Home—Tonight	4,819	0	**4,819**
PONTIAC MOTORS (GM)			
Pontiac Playwrights	554,748	15	**471,536**
GUIDE LAMP (GM)			
Wide Wide World	85,764	15	**72,899**
OLDSMOBILE DIV. (GM)			
Academy Award Presentation	113,369	14	**97,497**
Patti Page—Perry Como	34,472	15	**29,301**
Max Liebman Presents	1,545,927	0	**1,545,927**
Today—Home—Tonight	5,464	0	**5,464**

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
PONTIAC DIV. (GM)			
Jack Carson Show	233,685	13	**203,306**
Red Buttons	598,339	11	**532,522**
Wide Wide World	103,896	15	**88,312**
Today—Home—Tonight	45,527	0	**45,527**
UNITED MOTORS DIV. (GM)			
Wide Wide World	168,417	15	**143,154**
GENERAL TIME CORP.			
Today—Home—Tonight	132,708	10	**119,437**
GERBER PRODUCTS CO.			
Ding Dong School	653,355	12	**574,952**
GILLETTE SAFETY RAZOR CORP.			
All Star Baseball	100,396	35	**65,257**
Blue Grey Football Game	135,959	35	**88,373**
Cavalcade of Sports	2,979,145	46	**1,608,738**
Gillette Summer Sportreel	298,651	45	**164,258**
Rose Bowl Football Game	210,878	35	**137,071**
1955 World Series	428,524	35	**278,541**
TONI CO. (GILLETTE)			
Arthur Murray Party	305,994	25	**229,496**
Dollar a Second	354,801	25	**266,101**
Jan Murray Time	149,125	25	**111,844**
Pinky Lee	9,738	20	**7,790**
Tony Martin	327,491	24	**248,893**
Perry Como	154,200	0	**154,200**
People Are Funny	1,212,783	20	**970,226**
So This Is Hollywood	1,269,650	24	**964,934**
PAPER-MATE CO. (GILLETTE)			
People Are Funny	1,139,853	10	**1,025,868**
GLIDDEN CO.			
Today—Home—Tonight	191,252	12½	**167,346**
GOODYEAR TIRE & RUBBER CO.			
Goodyear Tv Playhouse	2,082,162	8	**1,915,589**
No Room At the Inn	42,626	6	**40,068**
GROCERY STORE PRODUCTS CO.			
Today—Home—Tonight	128,466	10	**115,619**
GROVE LABS			
Today—Home—Tonight	564,434	20	**451,547**
GULF OIL CO.			
Life of Riley	1,988,745	16	**1,670,546**
NCAA Football	69,931	0	**69,931**
HALLMARK CARDS INC.			
Hallmark Hall of Fame	1,076,118	4	**1,033,073**
HARTZ MOUNTAIN PRODUCTS			
Captain Hartz & His Pets	232,374	5	**220,755**
H. J. HEINZ CO.			
Captain Gallant	1,510,577	16	**1,268,885**
Today—Home—Tonight	289,349	20	**231,479**
INTERNATIONAL CELLUCOTTON PRODUCTS CO.			
Cameo Theatre	205,566	25	**154,175**
Kleenex Summer Theatre	187,427	25	**140,570**
Midwestern Hayride	229,883	25	**172,412**
Perry Como Show	233,779	0	**233,779**
INTERNATIONAL SHOW CO.			
Ding Dong School	63,565	0	**63,565**
Howdy Doody	121,675	0	**121,675**
Pinky Lee	149,241	6	**140,287**
Today—Home—Tonight	19,643	0	**19,643**
ANDREW JERGENS CO.			
First Love	1,245,001	23	**958,651**
S. C. JOHNSON & SONS			
Rob't Montgomery Presents	1,967,793	8	**1,810,370**
JOHNSON & JOHNSON			
Ding Dong School	67,040	0	**67,040**
Imogene Coca Show	187,454	0	**187,454**
Pinky Lee	73,042	0	**73,042**
Musical Chairs	88,992	0	**88,992**
Ted Mack Matinee	55,395	0	**55,395**
Tennessee Ernie	119,020	0	**119,020**
World of Mr. Sweeney	60,243	0	**60,243**
Today—Home—Tonight	162,382	10	**146,144**
KELLOG CO.			
Howdy Doody	434,088	15	**368,975**
KENDALL CO. (BAUER & BLACK)			
Today—Home—Tonight	181,724	10	**163,552**
KRAFT FOODS CO.			
Kraft Theatre	3,655,710	19	**2,961,125**
Tom Corbett Space Cadet	543,188	13	**472,574**

* Total net time figures are B•T computations.



Ultra-linear audio, automatic recycling, individual cooling of each of three cubicles for lower operating temperature, much lower spurious radiation, lowest tube set cost, lowest power consumption and lowest initial cost. — This is "5V arama", broadcasting's entirely new 5KW transmitter, setting sales records. —

A Gates sales engineer would enjoy telling you the BC-5P story and an attractive brochure is yours too, just for the asking.

GATES

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
LEVER BROTHERS CO.			
Big Town	811,883	13	**706,338**
Lux Video Theatre	3,881,050	20	**3,104,840**
LEWIS HOWE CO.			
Imogene Coca Show	289,125	7½	**267,441**
Musical Chairs	134,968	7½	**124,845**
1955 Variety Show	77,702	0	**77,702**
Color Spread	50,566	0	**50,566**
LIGGETT & MYERS TOBACCO CO.			
Dragnet	2,707,323	16	**2,274,151**
Matinee Theatre	106,497	12	**93,717**
P. LORILLARD CO.			
Truth or Consequences	2,267,423	16	**1,904,635**
MANHATTAN SOAP CO.			
Ding Dong School	667,340	15	**567,239**
JOHNS MANSVILLE CORP.			
Meet the Press	576,293	6	**541,715**
MAYTAG CO.			
Raye—Berle	80,995	0	**80,995**
Color Spread	63,653	0	**63,653**
Today—Home—Tonight	107,551	15	**91,418**
MENNEN CO.			
Ding Dong School	232,374	5	**220,755**
MILES LABS			
Ding Dong School	335,146	17	**278,171**
Concerning Miss Marlowe	132,985	17	**110,378**
Modern Romances	109,100	17	**90,553**
Tennessee Ernie Ford	281,966	17	**234,032**
World of Mr. Sweeney	289,067	17	**239,926**
MINNESOTA MINING & MFG. CO.			
Today—Home—Tonight	20,318	15	**17,270**
MINUTE MAID CORP.			
Tennessee Ernie Ford	57,300	5	**54,435**
Tournament of Roses Parade	57,952	0	**57,952**
MOBILE HOMES			
Today—Home—Tonight	151,642	12½	**132,687**
MORTON SALT CO.			
Today—Home—Tonight	182,739	10	**164,465**
MUSTEROLE			
Today—Home—Tonight	139,488	10	**125,539**
DROMEDARY CO. (NAT'L BISCUIT)			
Tennessee Ernie Ford	89,389	0	**89,389**
World of Mr. Sweeney	93,322	0	**93,322**
Today—Home—Tonight	4,508	0	**4,508**
HILLS BROTHERS CO. (NAT'L BISCUIT)			
Today—Home—Tonight	353,311	17½	**291,482**
NORTHAM & WARREN CORP.			
Today—Home—Tonight	252,528	15	**214,649**
EVINRUDE MOTORS (OUTBOARD M & M)			
Today—Home—Tonight	86,982	12½	**76,109**
PAN AMERICAN AIRWAYS			
Meet the Press	452,135	6	**425,007**
PAN AMERICAN COFFEE BUREAU			
Today—Home—Tonight	116,506	10	**104,855**
PEPPERELL MFG. CO.			
Today—Home—Tonight	70,720	10	**63,648**
PFAFF SEWING MACHINE CO.			
Today—Home—Tonight	198,549	12½	**173,730**
PHILCO CORP.			
Philco Tv Playhouse	1,619,025	8	**1,489,503**
POLAROID CORP.			
Today—Home—Tonight	223,357	12½	**195,437**
POLK MILLER			
Today—Home—Tonight	155,704	10	**140,134**
PROCTER & GAMBLE			
Caesar's Hour	118,195	0	**118,195**
Cameo Theatre	199,650	25	**149,738**
Ding Dong School	102,345	25	**76,759**
Fireside Theatre	1,882,856	25	**1,412,142**
Golden Windows	281,165	25	**210,874**
It Pays To Be Married	720,075	46	**388,841**
Loretta Young	2,142,410	25	**1,606,808**
Matinee Theatre	330,731	32	**224,897**
Concerning Miss Marlowe	725,541	25	**544,156**
Tennessee Ernie Ford	1,228,677	48	**638,912**
This Is Your Life	1,178,080	25	**883,560**
Today—Home—Tonight	14,740	0	**14,740**

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
PUREX CORP.			
Big Surprise	261,830	6	**246,120**
RADIO CORP. OF AMERICA			
Milton Berle	152,597	0	**152,597**
Caesar's Hour	602,899	7½	**557,682**
Producer's Showcase	767,979	3	**744,940**
Raye—Berle	152,575	0	**152,575**
REMINGTON RAND			
Caesar's Hour	328,441	7½	**303,808**
R. J. REYNOLDS TOBACCO CO.			
Camel News Caravan	4,534,090	25	**3,400,568**
Feather Your Nest	589,844	25	**442,383**
Bob Cummings Show	1,406,848	25	**1,055,136**
Sports Highlights 1955	14,235	25	**10,676**
REYNOLDS METAL CO.			
Do It Yourself	396,603	13½	**343,062**
Frontier	477,135	13½	**412,722**
Mr. Peepers	689,697	13½	**596,583**
Color Spread	222,866	0	**222,866**
ROTO BROIL			
Today—Home—Tonight	245,985	12½	**215,237**
SAWYERS INC.			
Pinky Lee	55,723	9	**50,701**
Today—Home—Tonight	23,907	0	**23,907**
SCOTT PAPER CO.			
Father Knows Best	733,872	16	**616,452**
My Little Margie	1,295,438	16	**1,088,168**
SERUTAN CO.			
Juvenile Jury	217,282	6	**204,245**
W. A. SHAEFFER PEN CO.			
Today—Home—Tonight	246,974	12½	**216,102**
SIMONIZ CO.			
Best In Mystery	139,413	6	**131,048**
The Big Story	965,433	6	**907,507**
Today—Home—Tonight	90,122	0	**90,122**
SPEIDEL CORP.			
The Big Surprise	258,500	6	**242,990**
Caesar's Hour	341,358	0	**341,358**
Today—Home—Tonight	61,260	0	**61,260**
STATE FARM INSURANCE CO.			
Red Barber Show	427,102	18	**350,224**
STANDARD BRANDS INC.			
Howdy Doody	630,828	12	**555,129**
Color Spread	49,513	0	**49,513**
Tennessee Ernie Ford	495,428	17	**411,205**
STARKIST			
Today—Home—Tonight	334,983	17½	**276,361**
SUNBEAM CORP.			
Milton Berle	152,888	0	**152,888**
Raye—Berle	156,543	0	**156,543**
Color Spread	591,888	0	**591,888**
Today—Home—Tonight	369,332	12½	**323,166**
SWEETS CO. OF AMERICA			
Happy Felton's Spotlight	96,950	17	**80,469**
Pinky Lee	683,658	16	**574,273**
World of Mr. Sweeney	61,400	12	**54,032**
Winchell & Mahoney	611,483	27	**446,383**
Today—Home—Tonight	3,667	20	**2,934**
SWIFT & CO.			
Swift Show Wagon	1,443,604	6	**1,356,988**
Today—Home—Tonight	343,074	17½	**283,036**
THE TEXAS CO.			
Donald O'Connor Show	586,028	13	**509,844**
Texaco Star Theatre	1,136,074	7	**1,056,549**
UPJOHN			
Today—Home—Tonight	70,757	10	**63,681**
U. S. TIME CORP.			
Pinky Lee	63,045	20	**50,436**
WARNER LAMBERT			
Your Hit Parade	1,013,400	6	**952,596**
Robt. Montgomery Presents	393,740	30	**275,618**
Your Play Time	317,952	8	**292,516**
WASHINGTON STATE APPLE COMM.			
Today—Home—Tonight	89,454	10	**80,508**
J. A. WRIGHT			
Today—Home—Tonight	123,590	10	**111,231**

* Total net time figures are B•T computations.

At her finger tips
in 29 million cars . .
THE NATION'S VOICE
ONE OF A SERIES
OF FULL PAGE ADS RUN
IN NEW YORK TIMES AND
OTHER LEADING NEWSPAPERS

The new advertising strategy based on Politz research

Radio — and only radio — can sell your customers while they're at work, at play, or *on the way!* This unique strength of radio is used with maximum effectiveness, at minimum cost, through the startling new advertising technique called The Nation's Voice.

Based on important facts collected by Alfred Politz Research Inc., the Nation's Voice is the strategy of using a relatively small number of truly *great* radio stations in important markets.

Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach. In the area served by these 48 stations, there are 29 million radios in automobiles alone! *This is in addition* to the 70,000,000 other sets reachable through the Nation's Voice.

The Politz studies, in five separate markets, show conclusively that people *trust, respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station. These studies also show that in areas where television is most highly developed, two thirds of the adult population listen to radio on any given day — and within a week, 87.8% listen!

The Nation's Voice Story is in brief presentation form in all Christal offices. It is a story that every advertiser should know. Call now and arrange for a demonstration.

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

RADIO SPOT ONLY FOR LEEMING, PACQUIN

Companies, which operate under same management, announce plans for entire 1956-57 advertising budget at luncheon given in New York by Peters, Griffin, Woodward, station representatives.

THE entire 1956-57 advertising budget of Thomas Leeming & Co. and Pacquin Inc., companies operating under the same management, is going into spot radio in order to take advantage of spot's quickness in reaching prospects and its opportunities for merchandising at the local level.

This reasoning was spelled out by company and agency officials at a luncheon which took on a somewhat unusual aspect from the fact that it was attended not only by officials of client, agency and station representation firm, but also a sizeable number of the stations being used in the campaign.

It is the first time in 16 years that the Leeming (Ben-Gay) and Pacquin (Silk 'n' Satin, hand creams) companies have concentrated their advertising in spot radio exclusively. In the past they have been regular users of Sunday newspaper supplements.

AMONG those attending the Peters, Griffin, Woodward Inc. luncheon in New York last week were (l to r): Russel Woodward, PGW executive vice president; Donald Carter, William Esty & Co. account executive; Adlai S. Hardin, Esty vice president; Charles F. Junod, general sales and advertising manager for Thomas Leeming & Co. and Pacquins Inc., and John A. Thompson, PGW's assistant sales manager.

The luncheon at which the decision was explained and the campaign strategy outlined was held Oct. 31 in New York under the auspices of Peters, Griffin, Woodward Inc., station representation firm. On hand were officials of approximately a dozen PGW-represented stations, who stayed over for the occasion after attending the Radio Advertising Bureau's second annual National Radio Advertising Clinic [B•T, Nov. 5] and key executives of Leeming-Pacquin and of their agency, William Esty Co., as well as PGW officials. The purpose, PGW explained, was to enable the stations and the client and agency to discuss the campaign face to face.

In the campaign, which opened in late October with firm orders for six months, Leeming-Pacquin is using more than 200 radio stations in approximately 200 markets, with spot announcements throughout the day and early evening. A separate series of commercials has been distributed for each of the three products being advertised.

Charles F. Junod, general sales and advertising manager for Thomas Leeming and Pacquin, and Donald Carter, Esty account executive for the three products, were principal speakers at the luncheon. John A. Thompson, assistant sales manager for PGW, was luncheon host.

Others present included the following from the Esty company:

Adlai S. Hardin, vice president; William Young, vice president or merchandising; Walter Wright, merchandising manager; R. C. Grahl, head timebuyer; Robert Kriso and Hal Simpson, timebuyers.

From PGW-represented radio stations: John M. Rivers, WCSC Charleston, S. C.; John McIntosh Jr., KYW Cleveland; Robert Harter and Woody Woods, WHO Des Moines; Walter Schwartz, WWJ Detroit; George J. Higgins, KMBC-KFRM Kansas City; Robert Riley and Hal Sundberg, WMBD Peoria, Ill.; R. W. (Gus) Youngsteadt, WPTF Raleigh, N. C.; C. L. (Chuck) Burrow, WBZ-WBZA, Boston-Springfield; A. W. (Bink) Dannenbaum Jr., and Perry B. Bascom, Westinghouse Broadcasting Co.

From PGW: Russel Woodward, executive vice president and radio director; John A. Thompson, assistant sales manager; Frank B. Woodruff, promotion and research director; Jones Scovern, vice president and business manager and Donald W. Frost, radio account executive.

BSF&D, Hudson to Terminate Their 22-Year Association

A 22-YEAR-OLD association of Hudson Motors and Brooke, Smith, French & Dorrance, Detroit, will be terminated "either on Dec. 1 or the end of that month," George Staudt, advertising manager of the Hudson Motors Div., American Motors, told B•T Thursday. The agency had served notice to resolve potential competitive conflicts."

Mr. Staudt said that his firm had not yet fully discussed a new agency, declining comment on reports that the $2.8 million account would go to Geyer Adv., Detroit, which handles the Nash Div. of American Motors. Sam H. Ballard, president of Geyer, also declined comment.

Hudson, at one time an $8 to $10 million account, came to BSF&D in 1934, and as it gradually lost its place among the top U. S. automakers after the war, cut its advertising proportionately. Basically a print media user, Hudson's sole broadcast activity was on a co-operative basis with the Nash and Kelvinator Divs. on ABC-TV's *Disneyland*.

BSF&D gave Hudson a flexible termination date to allow the automaker to complete its introductory campaign for the 1957 models. No indications were given as to just what "potential competitor" (to Hudson) would be taken on by the agency.

Agencies Courting Bulova For Electric Shaver Account

AT LEAST 14 advertising agencies have been soliciting Bulova Watch Co., Flushing, N. Y., in an attempt to handle the company's newest product, an electric shaver for men. The shaver currently is being tested during the pre-holiday season but no advertising has been placed for it. Bulova's watch and radio advertising is serviced by McCann-Erickson, New York.

Stanley Simon, vice president and treasurer of Bulova, told B•T that "we are happy with McCann-Erickson" but as for the shaver, it is still in the "trial distribution stage." He said Bulova will not make a decision about its advertising agency for the new product until after the first of the year.

In the shaving line, McCann-Erickson currently handles Mennen, with its shaving cream and Gem razor accounts.

Whirlpool-Seeger Names VP's

ELECTION of three executives, including John L. Bricker, marketing director, as vice presidents of Whirlpool-Seeger Corp. was announced Friday by Elisha Gray II, its press president, following a board meeting. Mr. Bricker, formerly merchandising director of Colgate-Palmolive Co., joined Whirlpool-Seeger Corp. last March and will continue to direct marketing of RCA Whirlpool brand products. Other new vice presidents are Robert L. Evans, general manager of W-S's Clyde (Ohio) Div., and William E. Mahaffay, an engineering specialist, who will direct engineering, research and development. Edward C. Cudmore, secretary and assistant treasurer, was appointed controller.

Ball to Miller Brewing

APPOINTMENT of Edward G. Ball as its advertising manager has been announced by Miller Brewing Co., Milwaukee, a substantial radio and television advertiser.

Mr. Ball, formerly vice president of Mathisson & Assoc., Miller's agency, suceeds Vernon S. Mullen Jr., who resigned last summer.

"want to bat yourself 1.000?"

"Then try that big league team up there in Maine, like all these sharp young radio and TV buyers keep saying!" Smart counsel from Al Schacht, baseball's famous clown-prince-turned-*restaurateur*, who delivers a great pitch at his East 52nd Street dugout in New York. A big favorite with his fans from Madison Avenue.

"No curve about it," he says. "The best nine in Maine are those pay-off counties around the Bangor home-plate. Half-a-billion retail sales tucked right in their back pocket! And the hottest double-play combination to cover 'em is WABI radio and WABI-TV. Got the bleachers packed with 432,000 customers, all hollering for more!"

Al knows what he hears — and he hears a lot these days. When it's three and two, and you're looking for the big one, the wise timebuyers know you can always count on WABI radio and WABI-TV to belt out the winning run on your product. Get your advertising out of the sandlots and play it big league up in Maine!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

MJ&A Board Chairman James R. Adams Dies

BURIAL of James Randolph Adams, 58, board chairman of MacManus, John & Adams, Bloomfield Hills, Mich., was held Thursday at Holy Sepulchre Cemetery in that Detroit suburb. One of the three founders of MJ&A (along with W. A. P. John and Theodore F. MacManus), Mr. Adams died Monday night following a brief illness.

MR. ADAMS

Following service in World War I, Mr. Adams joined Studebaker Corp. as editor of that firm's house organ. He later joined the Chicago advertising agency of Critchfield & Co. as copywriter on the Ford-Lincoln account and in 1927, moved to Campbell-Ewald, Detroit, in a similar capacity on Chevrolet.

In 1934, MJ&A was founded. Last year, Mr. Adams succeeded Mr. John as board chairman with Ernest A. Jones assuming the presidency. Credited with personally having written $200 million worth of copy, Mr. Adams saw MJ&A rise to $40 million in annual billing, servicing such accounts as Cadillac, Pontiac, Dow Chemical Co. and Minnesota Mining & Mfg. Co.

Survivors include a son, Charles F. Adams, and two daughters, Mrs. Marilyn Heckencamp and Mrs. Ellen Ann Conlin.

Basketball Sponsors Sign

CARTER PRODUCTS Inc., through Sullivan. Stauffer, Colwell & Bayles, New York, and Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, New York, have signed as the first two sponsors of NBC-TV's 1956-57 coverage of National Basketball Assn. games, William R. (Billy) Goodheart Jr., NBC-TV sales vice president, announced last week. Carter, for Rise push-button shave cream, will sponsor one-quarter of the Dec. 15 and Dec. 22 games, plus one-quarter of six alternate week games starting Jan. 12. B-M, for Bufferin and Vitalis, will sponsor one-quarter of seven games (alternate weeks) starting Jan. 5.

J & J Adds Two CBS-TV Shows

JOHNSON & JOHNSON (medical supplies), New York, in addition to continued alternate sponsorship of *Robin Hood*, has increased its advertising budget by signing for quarter-hour segments of both the *Garry Moore Show* and *Our Miss Brooks* on CBS-TV. Effective Jan. 11, the firm will sponsor on alternate Fridays the 10:30-45 a.m. segment of *Garry Moore* and the 2:15-30 p.m. portion of *Our Miss Brooks*. Young & Rubicam, New York, is the agency for Johnson & Johnson.

ORBIT

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Nov. 13 (9:30-10 p.m.) *Red Skelton Show*, Pet Milk Co. through Gardner, and S. C. Johnson & Son through Foote, Cone & Belding (also Nov. 27).

Nov. 14 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors (also Nov. 21, 28).

Nov. 16 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors (also Nov. 23).

Nov. 18 (1-1:30 p.m.) *Heckle & Jeckle Show*, sustaining (also Nov. 25).

Nov. 19 (10-11 p.m.) *Our Mr. Sun*, Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Nov. 12-16 (3-4 p.m.) *Matinee*, participating sponsors (also Nov. 19-21, 23, 26-28, 30, Dec. 3-7, 10-14).

Nov. 12 (8-9:30 p.m.) *Producers' Showcase*, "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 13 (7:30-7:45 p.m.) *Jonathan Winters Show*, Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 20, 27, Dec. 4, 11).

Nov. 13 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 20, 27, Dec. 4, 11).

Nov. 14 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods through J. Walter Thompson Co. (also Nov. 28, Dec. 5).

Nov. 15 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 22, 29, Dec. 13).

Nov. 16 (8:30-9 p.m.) *Walter Winchell Show*, Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 30, Dec. 14).

Nov. 17 (8-9 p.m.) *Perry Como Show*, participating sponsors (also Nov. 24, Dec. 1, 8).

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre*, "La Boheme," sustaining.

Nov. 19 (9:30-10:30 p.m.) *Robert Montgomery Presents*, Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 26, Dec. 3).

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular*, "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs (also Dec. 2, 9).

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame*, "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

Nov. 27 (9:30-10:30 p.m.) *March of Medicine*, Smith, Kline & French through Doremus-Eshleman.

Nov. 30 (9-10 p.m.) *Chevy Show*, starring Dinah Shore, Chevrolet through Campbell-Ewald.

Dec. 1 (9-10 p.m.) *Alcoa Playhouse*, Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 9).

Dec. 6 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet through Campbell-Ewald.

Dec. 8 (1-2 p.m.) *Fashion Show*, Warner Bros. Co. through C. J. LaRoche.

Dec. 10 (8-9:30 p.m.) *Producer's Showcase*, "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Dec. 15 (10:30-11 p.m.) *Hit Parade*, Richard Hudnut through BBDO.

[Note: This schedule will be corrected to press time of each issue of B•T]

McNeely Joins Buchanan

JOHN F. McNEELY has joined the San Francisco office of Buchanan & Co. as senior account executive and group supervisor for the Tidewater Oil Co. account, according to William Dasheff, executive vice president in the agency's New York office.

Mr. McNeely was one of the founders of KSDJ (now KCBQ) San Diego and formerly operated his own advertising and public relations firm in Los Angeles. For the past three years, he has been account supervisor and assistant to the president of West-Marquis Inc., Los Angeles.

Zenith Appoints Earle Ludgin

APPOINTMENT of Earle Ludgin & Co., Chicago, to handle consumer-trade advertising for Zenith Radio Corp.'s radio, tv, phonograph and high fidelity products has been announced by the corporation. The agency will assume the account, recently resigned by BBDO to make room for the Philco business [B•T, Oct. 15, 8], within 30 days, according to L. C. Truesdell, Zenith vice president and sales director. MacFarland, Aveyard & Co. continues to handle the company's hearing aid advertising. Zenith is a sponsor of NCAA football on NBC-TV.

MAD ABOUT WJBK RADIO Detroit

Michigan's Most Powerful Independent Station

10,000 WATTS DAY
1,000 WATTS NIGHT
1500 KC

ASHE & KOLHOFF, Inc.

9370 GRAND RIVER AVENUE · DETROIT 4, MICHIGAN · TEXAS 4-6660

Muntz TV

October 26th, 1956

Mr. Harry R. Lipson
Vice President and
Managing Director
WJBK-Radio
Detroit, Michigan

Dear Mr. Lipson:

Eight years of steady advertising over WJBK-Radio and eight years of steadily increasing daily sales, call for a few kudos in your direction.

The WJBK broadcasts are used to secure home demonstrations. We rely on this technique instead of elaborate showrooms, which enables us to offer Muntz TV sets at market shattering prices. Your ace air salesmen - Don McLeod, Clark Reid, Tom George and Casey Kasem, never fail to make our phones and cash registers ring.

We employ a realistic and practical merchandising approach to give full value to our customers. We are, therefore, specially conditioned to appreciate a practical and realistic sales tool such as WJBK.

Keep working for us.

Sincerely,

Albert Ashe — George Kolhoff

for
MUNTZ-TV

AA
GK /vt

Realistic Profitable Results *Always!*

ALBERT ASHE

GEORGE KOLHOFF

TOM HARKER
Vice Pres. in Charge of Sales
118 E. 57th, N. Y. 22, MU 8-8630

A STORER STATION

Represented by THE KATZ AGENCY, INC.

Gas Assn. to Sponsor 'Playhouse 90' Half-Hour

THE AMERICAN Gas Assn. will sponsor on alternate Thursdays a half-hour of the 90-minute *Playhouse 90* on CBS-TV, effective Jan. 10. It will be the association's first use of network tv as an advertising medium.

The purchase was announced Thursday by William H. Hylan, CBS-TV's vice president in charge of network sales, and Frank H. Trembly, chairman of the National Gas Industry Television Committee.

AGA will sponsor the 10:30-11 p.m. portions (alternate weeks) of *Playhouse*, which is seen 9:30-11 p.m. EST. The agency is Lennen & Newell, New York.

An AGA-CBS joint announcement pointed up that the association represents 400 gas utility companies, serving 95% of the households using gas, and manufacturers, equipment suppliers, transmission companies and gas producers.

With the sale to American Gas, and with Marlboro cigarettes set to sponsor the other 10:30-11 p.m. segment on alternate weeks, *Playhouse 90* has achieved sell-out status.

DENTIFRICES IN LOS ANGELES TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Crest (Benton & Bowles)	8	2	10-2/3	127
2.	Gleem (Compton)	9	3	10	99
3.	Colgate Dental Cream (Ted Bates)	7	1	7-2/3	91
4.	Ipana (Doherty, Clifford, Steers and Shenfield)	5	2	5-1/3	66
5.	Brisk (William Esty)	4	1	4	41
6.	Pepsodent (Foote, Cone & Belding)	1	1	1	23
7.	Kolynos (Grey)	(P)	1	2	13
8.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	2	2	1-1/2	8
9.	Ammident (Harry B. Cohen)	(P)	1	1	3

LOS ANGELES INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Brisk (William Esty)	4	6	34	189
2.	Colgate Dental Cream (Ted Bates)	7	3	14-2/3	121
3.	Crest (Benton & Bowles)	8	3	13-2/3	120
4.	Gleem (Compton)	9	3	11	60
5.	Ipana (Doherty, Clifford, Steers and Shenfield)	5	3	6-1/3	46
6.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	2	3	7-1/2	28
7.	Pepsodent (Foote, Cone & Belding)	1	1	1	8
8.	Ammident (Harry B. Cohen)	(P)	1	1	1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

**Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

Five Advertisers Signed By 'Today', 'Home', 'Tonight'

SIGNING of five advertisers for participations on NBC-TV's, *Today*, *Home* and *Tonight*, amounting to almost $2 million in gross billings, was announced last week by Roy Porteous, manager of sales for NBC-TV's participating programs.

The advertisers and number of participations on the programs: American Radiator & Standard Sanitary Corp., New York, through BBDO, New York, 78; W. F. Young Inc. (Absorbine Jr. liniment), Springfield, Mass., through J. Walter Thompson, New York, 78; Florida Citrus Commission, Lakeland, Fla., 55; Firestone Tire & Rubber Co. (Foamex and Velon products), Akron, through Grey Adv., New York, 30, and the Carrier Corp., Syracuse, through N. W. Ayer & Son, New York, 30.

Erwin, Wasey of Minnesota Names White as President

WILLIAM G. WHITE, executive vice president of Erwin, Wasey Co. of Minnesota has been named president of the Minnesota organization, it has been announced by David Williams, president of Erwin, Wasey Co., national agency with headquarters in New York City. Mr. White succeeds Mac Martin, veteran Minneapolis-St. Paul advertising man, who will continue his association with the firm as a consultant.

Mr. Williams also announced the selection of two new vice presidents for the Minnesota agency: Donald J. Herzog, an account executive for the past five years, and William J. Nee, radio-tv director and account executive since 1952.

NEW OFFICERS of Erwin, Wasey Co. of Minnesota discuss a layout. L to r: William G. White, president; Donald J. Herzog, vice president, William J. Nee, vice president.

IF RADIO TV IS YOUR BUSINESS-

THEN THIS IS FOR YOU

- TIME BUYERS
- ESTIMATORS
- RESEARCHERS
- STATION AND NETWORK REPRESENTATIVES
- MEDIA DIRECTORS
- ACCOUNT EXECUTIVES
- SALES MANAGERS

HAVE YOU REGISTERED YET?

THE RADIO & TELEVISION EXECUTIVES SOCIETY

PRESENTS THE 1956-57

TIME BUYING AND SELLING COURSE

NOVEMBER 13, 1956—MARCH 19, 1957

SIXTEEN LUNCHEON SEMINARS . . . LIVELY AND PROVOCATIVE . . .
OUTSTANDING SPEAKERS FROM THE ENTIRE INDUSTRY . . .

HOTEL SHELTON
LEXINGTON & 49th ST.
First session: Nov. 13

TUESDAYS 12:15 p.m.
Registrants—$3.00
Non Registrants—$4.00

Send with your check NOW to:
Time Buying & Selling Course
Radio & TV Executive Society
Hotel Biltmore—Madison Avenue
New York 17, N. Y.

REGISTRATION $10

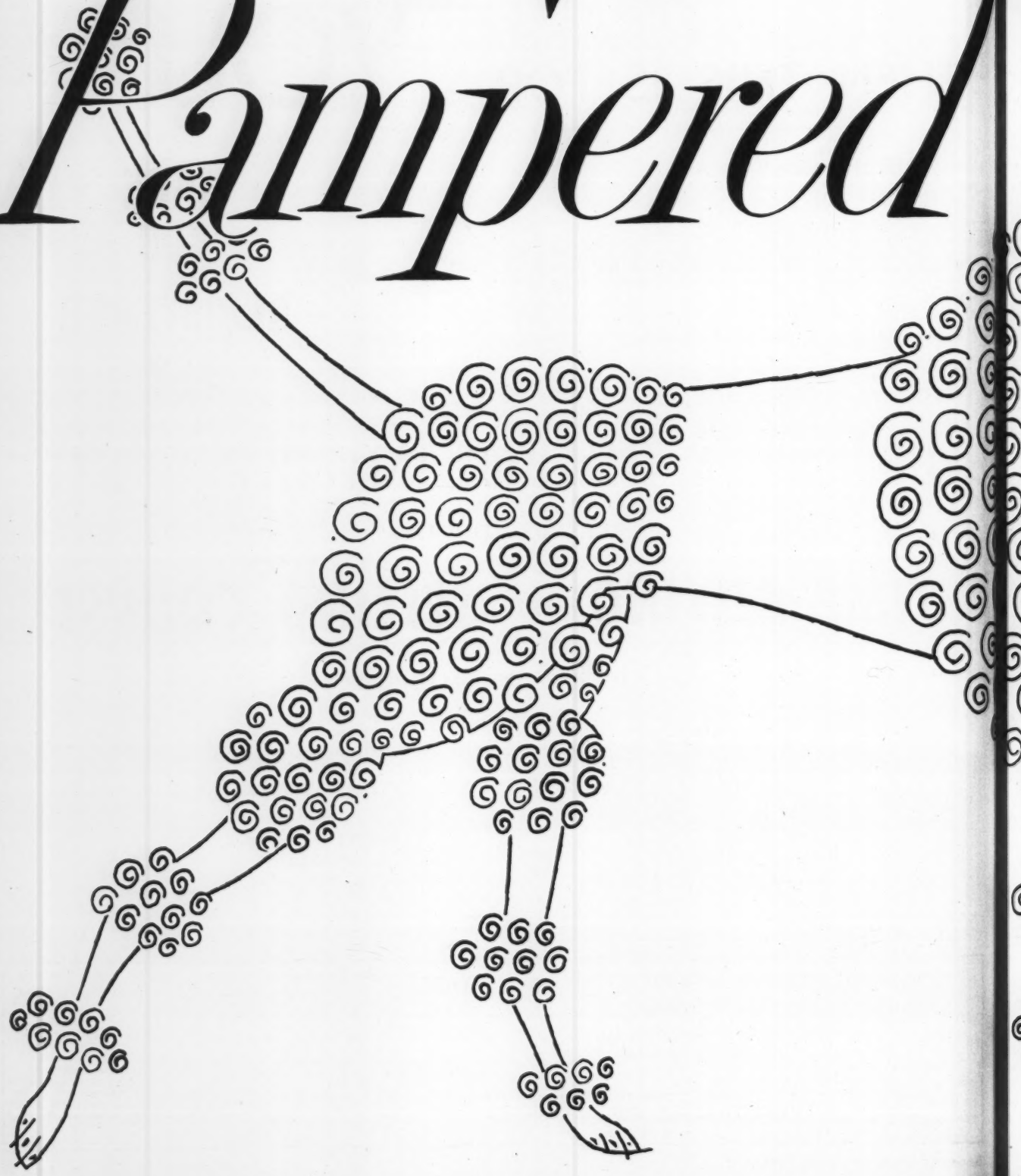
NAME .....

FIRM .....

ADDRESS .....

.....

THERE ARE No Pampered



Pets!

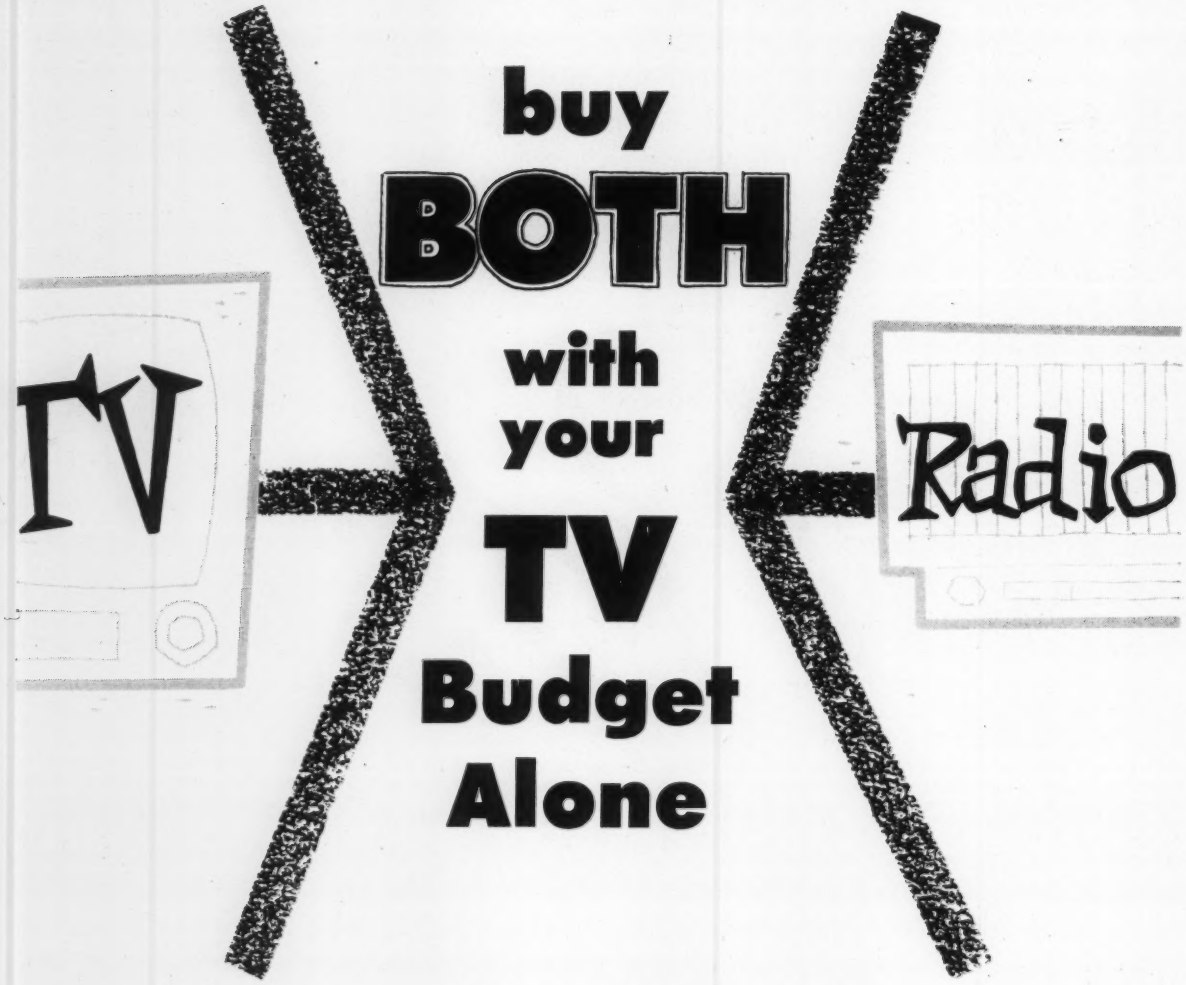
There are no pampered pets on the Hollingbery list. No single station gets all the choice attention and service for no station or group of stations account for as much as ten per cent of the total billing — An "ID" on the smallest station gets the same attention and service as a program on the largest station. The Hollingbery man — the salesman is judged by "orders" not how well he caters to the whims of a selected few.

It's a sad situation where pampered pets get all the attention. That can't happen to a Hollingbery station.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis



In the Twin City market you can buy solid television "IMPACT" on WTCN-TV . . . *AND* because of the favorable WTCN-TV rates you have plenty of budget left over to buy "FREQUENCY" on WTCN Radio! S-T-R-E-T-C-H your media dollar to include *both* radio and television in this $4,000,000,000.00 market!

WTCN Radio and WTCN-TV combine to give you a massive audience at a low cost-per-thousand! Let your Katz representative prove to you that WTCN Radio and WTCN-TV are your best buys!

"The Station of the Stars"

WTCN Radio
1280 kilocycles 5,000 watts

WTCN-TV
***Channel* 11 316,000 watts**

MINNEAPOLIS-ST. PAUL

Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

ABC Network

LATEST RATINGS

ARB

TOP TEN TV SHOWS (OCT. 8-14)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating	Viewers (000)
1.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	54.4	48,180
2.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	42.6	33,950
3.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	41.6	40,300
4.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	35.6	
5.	G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	35.4	30,740
6.	I've Got A Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10	35.4	29,540
7.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	35.3	29,350
8.	Red Skelton	S. C. Johnson & Son Pet Milk Co.	Foote, Cone & Belding Gardner	CBS	100	Tues., 9:30-10	34.8	
9.	You Bet Your Life	DeSoto	BBDO	NBC	155	Thurs., 8:30-9:30	34.3	
10.	Jackie Gleason	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	33.8	33,890
	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin Paus	NBC	128	Sat., 8-9		32,630
		RCA S&H Green Stamps	Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles					
	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30		28,750
	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	170	Sat., 10-10:30		27,860
	Your Hit Parade	Richard Hudnut	BBDO	NBC	175	Sat., 10:30-11		27,860

Copyright by American Research Bureau

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING SEPT. 22)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week						(Average for all Programs)	(619)
1.	Dragnet	Anahist	Ted Bates	NBC	142	Tues., 8-8:30	1,333
2.	People Are Funny	Crowell-Collier Brown & Williamson Anahist	Grey Ted Bates Ted Bates	NBC	170	Thurs., 8-8:30	1,238
3.	Best of Groucho	De Soto	BBDO	NBC	191	Wed., 9-9:30	1,143
4.	Truth or Consequences	Crowell-Collier Anahist	Grey Ted Bates	NBC	169	Wed., 8-8:30	1,143
5.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,048
6.	Counter-Spy	participating sponsors and agencies		MBS	451	Fri., 8-8:30	1,048
7.	Treasury Agent	participating sponsors and agencies		MBS	453	Tues., 8-8:30	1,048
8.	Notre Dame Football Games	Pontiac	MacManus, John & Adams	MBS	326	Sat., 1:30-conc.	1,048
9.	Gangbusters	participating sponsors and agencies		MBS	450	Wed., 8-8:30	1,000
10.	Official Detective	participating sponsors and agencies		MBS	452	Thurs., 8-8:30	1,000
Evening, Multi-Weekly						(Average for all Programs)	(714)
1.	News of World	Miles Lab	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,143
2.	One Man's Family	participating sponsors and agencies		NBC	179	Mon.-Fri., 7:45-8	1,143
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,048
Weekday						(Average for all Programs)	(1,143)
1.	Young Dr. Malone (1st Half)	Toni	North Adv.	CBS	186	Wed., Fri., 12:30-45	1,809
2.	Helen Trent (1st Half)	Ex-Lax	Warwick & Legler	CBS	187	Fri., 12:30-45	1,714
3.	Helen Trent (1st Half)	Carter	Ted Bates	CBS	188	Mon., Wed., 12:30-45	1,714
4.	2nd Mrs. Burton (1st Half)	Colgate	Wm. Esty	CBS	191	Mon., Fri., 2:15-30	1,667
5.	2nd Mrs. Burton (2nd Half)	Standard Brands	Ted Bates	CBS	191	Mon., Wed., Thurs., Fri., 2:15-30	1,667
6.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	196	Tues., Thurs., 1:15-30	1,667
7.	This Is Nora Drake (2nd Half)	Toni	North Adv.	CBS	172	Thurs., 2:30-45	1,619
8.	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	194	Mon., Tues., Thurs., 12:45-1	1,619 1,619
9.	Aunt Jenny	Lever	Foote, Cone & Belding	CBS	197	Mon., Wed., Fri., 1:15-30	1,571
10.	Arthur Godfrey	Norwich	Benton & Bowles	CBS	200		1,571
Day, Sunday						(Average for all Programs)	(429)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-2	1,000
2.	Weekend News	Texas Co.	Kudner	ABC	190	Sun., 1:30-35	809
3.	Old Fashioned Revival Hour	Gospel Broadcasting	R. H. Aber Co.	ABC	214	Sun., 4-5	714
Day, Saturday						(Average for all Programs)	(667)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,333
2.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 1-1:05	1,286
3.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	182	Sat., 10-10:05	1,048

Gumbinner Gets $3 Million In Block Drug Co. Billing

BLOCK DRUG Co., Jersey City, N. J., last week appointed Lawrence C. Gumbinner Adv., New York, to handle six of its products—billing approximately $3 million yearly—effective Jan. 1.

Three of these—Omega oil, Laxium and Poslam ointment—billing well over $200,000 with a substantial part of it in broadcast media, were resigned in September by Emil Mogul Co., New York, because of "product conflicts and other considerations" [B•T, Sept. 24]. Two other products—Sterakleen denture cleanser and Minipoo dry shampoo—billing $150,000 (out of $200,000 total) in radio-tv, will go to Gumbinner from Dowd, Redfield & Johnstone, New York.

Last September, spokesmen at Mogul Co. said that Block had offered Mogul these two DR&J accounts, but DR&J Executive Vice President Edmund F. Johnstone then claimed to have no knowledge of such an impending move.

The sixth product assigned Gumbinner—Amm-I-Dent toothpaste—has been "at liberty" since the end of August, when Block dropped Harry B. Cohen Adv., New York, then handling that account along with three others which subsequently went to Sullivan, Stauffer, Colwell & Bayles [CLOSED CIRCUIT, Aug. 27, B•T, Sept. 17]. Amm-I-Dent will comprise the largest billing of the Block products.

Proprietary Drug Advertisers Need Copy Change, Says Foss

PROPRIETARY (non-prescription) drug advertisers, alarmed over the inroads made in sales by the ethical drug industry, should look first to their advertising copy before taking up the crying towel, members of the Sales Executives Club of St. Louis were told Nov. 2 by Gene K. Foss, marketing vice president of Grove Labs.

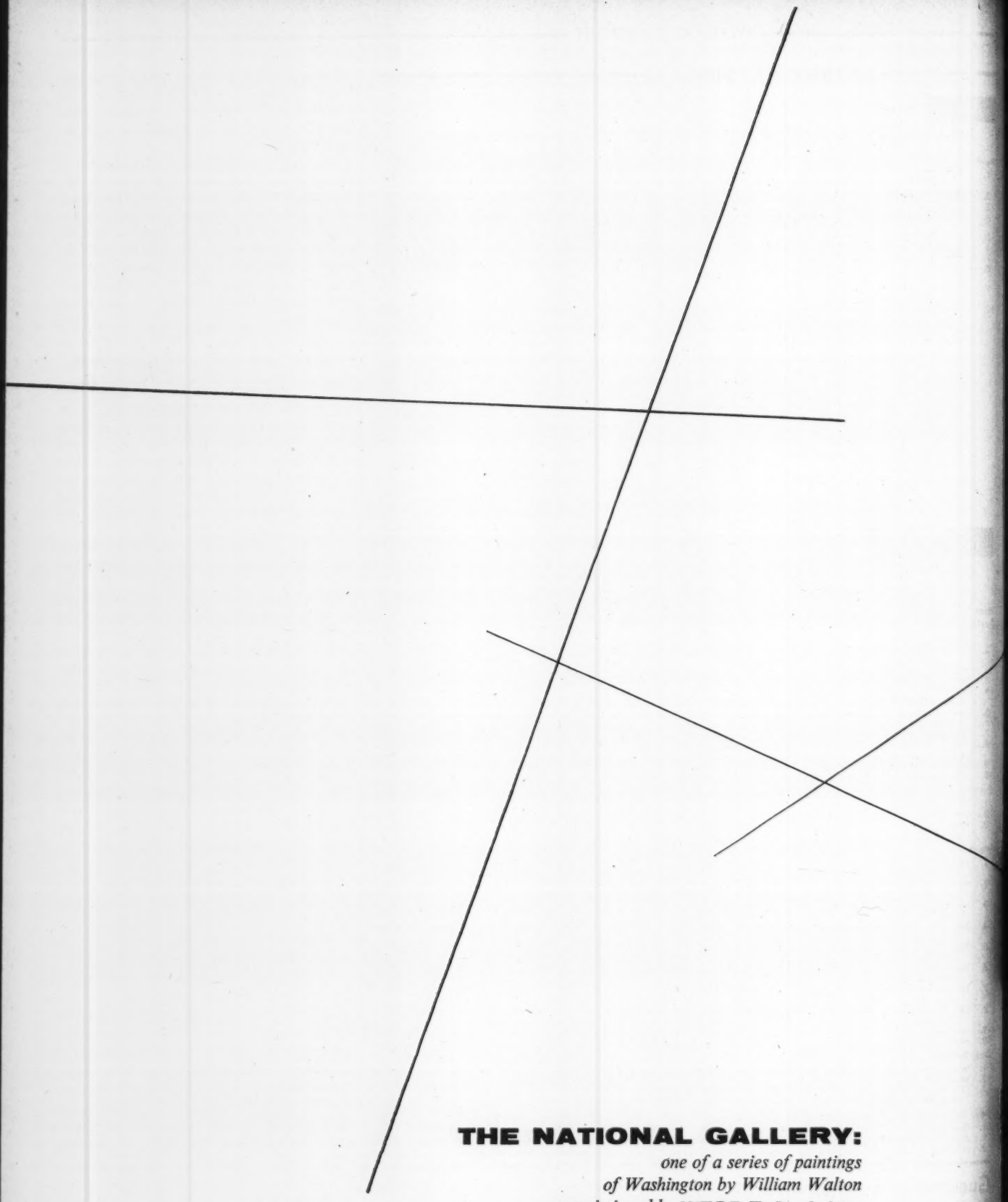
Mr. Foss, pointing to the $1.15 billion ethical drug market as against the $650 million proprietary drug business, said that while the discoveries of "wonder drugs" such as cortisone, acth, and aureomycin have had an immeasurable effect on the boom, one of the causes for the lag in non-prescription drug sales lay in the lack of "reason-why" copy.

While the ethical drug field is propagating its cause through such tv shows as *Medic* and *March of Medicine*, Mr. Foss charged many proprietary drug houses are filling the airwaves with exhortations about "miracle ingredients" that have absolutely no meaning to the average viewer. The reason for this, said Mr. Foss: "these commercials don't explain just what's supposed to be in these so-called 'miracle ingredients'." He said another fault, in radio-tv as well as print copy, is that of "over-commercialization"—for example, taking the term lanolin and applying it to so many products that the public loses the true meaning of lanolin.

Mr. Foss said Grove Labs, realizing the shortcomings in proprietary drug copy, has changed its strategy. He cited the advertising of Citroid Compound, an anti-histamine cold preparation, which was introduced to the public with radio-tv spots that spelled out its benefits, told how the drug ingredients actually worked, and reported what actual lab studies showed as results. He said Grove also scrapped the formula of employing "glib-tongued" professional actors in favor of four selected newscasters on radio and tv, while for its print ads, it runs exceptionally long explanatory ads.

Sheen Offered as Co-op

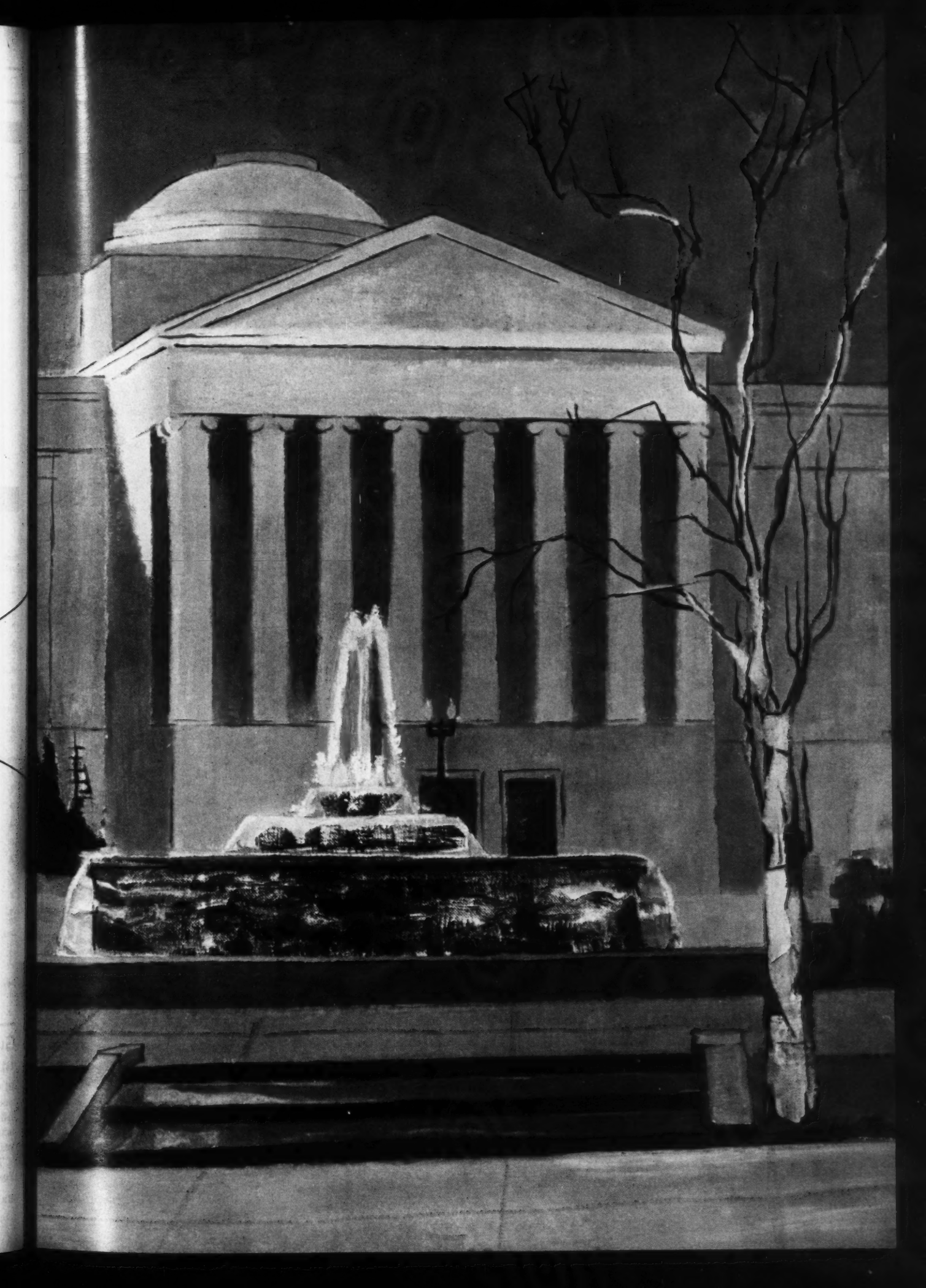
ABC-TV's *Life Is Worth Living*, featuring Bishop Fulton J. Sheen, will return on Dec. 3 (Mon., 9-9:30 p.m. EST) and is being made available for local co-op sponsorship.



THE NATIONAL GALLERY:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



THE NATIONAL GALLERY

by William Walton.
Eighth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Reprints of this series available on request.

Hal Davis Appointed To Post at Grey Adv.

HAL DAVIS, vice president of promotion and publicity and member of the board of directors and the marketing plans board at Kenyon & Eckhardt, New York, has been named vice president of radio and television and a member of the plans board of Grey Adv., it was announced last week by Arthur C. Fatt, president.

MR. DAVIS

Mr. Davis, who will report to Alfred L. Hollander, vice president in charge of radio-tv for the agency, joins Grey on Jan. 1 but will leave K&E early next month to handle the promotion and management of a Middle East tour of the Benny Goodman band. W. Stephen Dietz, chairman of K & E's market plans committee, will take over as acting director of the promotion and public relations department, succeeding Mr. Davis. Mr. Dietz has been with K&E for the past year and before that was an account supervisor at Ogilvy, Benson & Mather, New York.

Mr. Davis' appointment is part of a major expansion of Grey's radio-television operations, which have grown to represent more than a third of its total billing.

Lottery Suspected in Folger West Coast Radio Promotions

A WEST COAST coffee company promotion—which enlists radio spots to publicize the gimmick—is under suspicion as a lottery by the FCC.

The Commission has asked 34 radio stations in California, Washington and Oregon to give it more information on the J. A. Folger & Co. "doorbell ringing" promotion. The inquiry was sent to stations which had filed applications for license renewal and which, the FCC understood, were carrying the promotion.

The purported campaign involves the Folger message over the airwaves admonishing listeners to be prepared for the Folger representatives visit. If the door is opened by a person holding a can of Folger's coffee, the coffee firm promises that its representative will present a gift to the homeowner.

This may constitute a lottery, the FCC intimated, since the need for winning the prize involves having a can of Folger's coffee in one's hands. This may constitute the consideration—one of the three elements of a lottery, it was explained. The other two elements of a lottery involve chance and a thing of value.

An FCC spokesman said that the Commission had just been informed about the promotion and was not aware that it had been broadcast for more than five years.

The promotion was the subject of a suit in 1952 in California, brought by the Raymond R. Morgan Co., Hollywood advertising agency, against Benton & Bowles for infringement. The jury brought in a $375,000 verdict against Benton & Bowles. While judgment was on appeal, Benton & Bowles settled with Morgan for an undisclosed sum. In denying infringement, Benton & Bowles claimed there was nothing original about the idea, that it was not copyrightable, and that it was not a lottery.

The Commission has been investigating two other purported lottery programs. One, involving the Caples Co.'s *Play Marko* bingo type program, is the subject of a law suit by the advertising company against the Commission. The other is a program called *Ringo*, promoted by the Azrael Advertising Co., Baltimore, Md.

Lentheric to Shift Account To Earle Ludgin & Co. Agency

LENTHERIC Div. of Helene Curtis Industries is set to shift its estimated $1.2 million perfumes-and-cosmetics account from Grant Adv. Inc. to Earle Ludgin & Co., probably effective Jan. 1, it was reported last week. Ludgin agency already handles Spray Net for Helene Curtis and Stopette for its subsidiary, Jules Montenier, and adds the Tweed line of perfumes and hair spray, for which principally radio has been used. Lentheric was purchased recently from Olin Mathieson Chemical Corp. Earl Ludgin & Co. past fortnight also gained the Zenith (see separate story) and Easy washing machine accounts, the latter active in radio and television [AT DEADLINE, Nov. 5], representing estimated combined annual billings of more than $3 million.

BUSINESS

Universal-International (Universal Pictures Co., New York) through Donahue & Co., N. Y., last week began advance tv spot announcement campaign in 35 markets with more than 400 spots to be used in advance of its scheduled January release of "Written on the Wind" feature.

Shulton Inc. (toiletries), Clifton, N. J., through Wesley Assoc., N. Y., to sponsor special, one-time program, *Victor Borge's Comedy in Music* on CBS-TV, Dec. 11 (9-10 p.m. EST). Firm sponsored similar program featuring Mr. Borge last June.

Harris, Upham & Co. (stock brokerage firm), N. Y., renews *Wall Street Final* for additional 13 weeks on ABC Radio. Program is aired Monday through Friday, 5:55-6 p.m. Agency: Albert Frank-Guenther Law, same city.

AGENCY APPOINTMENTS

Colgate Palmolive Co., N. Y., has appointed Bates & Co., N. Y., for Fab, effective Jan. 1.

Quaker Oats Co., Brunswick, N. J., appoints Clinton E. Frank Inc., Chicago, Ill., for its Flako line of baking mixes, effective Jan. 1.

Reddi-Wip Inc., L. A., appoints D'Arcy Adv., St. Louis, Mo., effective Dec. 1. Advertiser spends about $1 million in all media.

Rival Packing Co., Chicago, makers of Rival dog food, appoints McCann-Erickson Inc., same city.

Diamond Match Co., N. Y., appoints Doremus & Co., same city, for its new product, Charcoal Briquets.

A&A PEOPLE

Robert M. Curtis, account supervisor, J. Walter Thompson Co., N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as vice president and account executive in Bristol-Myers unit.

Lee F. Desmond, vice president and assistant to division president, Dodge Div. of Chrysler Corp., Detroit, promoted to vice president in charge of advertising, sales promotion and other activities for Dodge passenger cars and trucks.

Robert R. Warriner, vice president in charge research, marketing, Scheideler & Beck, N. Y., to Donahue & Coe, same city, as research director.

West Gillingham, formerly account executive with W. B. Doner & Co., Detroit, to Betteridge & Co., same city, as executive vice president.

Charles J. Thompson, account service chief, Richard Seller Adv., Portland, Ore., and **Don James,** copy chief, promoted to vice presidents. **Mike Pipes** joins agency as account executive and **Alan Barzman** named copywriter.

Ralph E. Head, merchandising executive and supervisor, BBDO, N. Y., appointed director of marketing and merchandising. He succeeds **Lyle J. Purcell,** resigned to become executive vice president of Select Magazines Inc., same city.

Cory D. Clark, advertising manager, Carnation Co., L. A., cereals division, to Compton Adv. Inc., same city, as senior account executive, effective Nov. 15.

John C. Vivian, MacManus, John & Adams Inc., N. Y., to McCann-Erickson Inc., Detroit, as account executive.

Douglas M. Bomeisler Jr., *Architectural Forum,* to Ogilvy, Benson & Mather, N. Y., as account executive.

R. R. Glenn, N. W. Ayer & Son, Detroit, to R. Jack Scott Inc., Chicago, as account executive. Also joining firm: **C. E. Spungin,** as account executive; **Joseph Pedott,** head of his own adv. agency, as account executive; **Robert Woolson,** Lucas-O'Connor Films, as tv producer; **Tom Harty,** Lloyd M. Rosenow Inc., Chicago, to production manager; **Jack J. Freeman,** Kuttner & Kuttner Inc., N. Y., as art director, and **Esther Friedland,** Aubrey, Finlay, Marley & Hodgson Inc., Chicago, to copy staff.

Mauriel Medearis, account executive, Frank Block Assoc., St. Louis, Mo., to Al Maescher Adv. Inc., Clayton, Mo.

Edward G. Ball, vice president, Mathisson & Assoc. Inc., Milwaukee, Wis., to Miller Brewing Co., same city, as advertising manager.

FLASH TO RADIO STATIONS FROM RCA THESAURUS! - TV's HOTTEST

THE NEW LAWREN

Lawrence Welk, one of Television's greatest successes and the nation's biggest band attraction, is now ready to make money for your *radio* station.

Lawrence Welk's star is sky-high and still climbing! *Now*, RCA Thesaurus has captured the excitement of the fabulous Welk TV show for a 30-minute radio program. They're all here to build audiences for you – the same stars, the style, the *sell* that put Lawrence Welk's show consistently among the top ten TV shows, and also make it the most popular musical variety show on TV!

Here's *modern* radio programming...the kind that turns in peak sales performance. And here's what makes the difference: all New Orthophonic High Fidelity recordings . . . over 150 selections to date, most of which have not been previously recorded or transcribed by Welk . . . Welk himself emceeing, opening and closing the shows, introducing the tunes and the local announcer . . . the entire Welk troupe, including "Champagne Lady" Alice Lon, accordianist Myron Floren, violinist Dick Kesner, organist Jerry Burk, and all the rest of this winning team!

All this, plus special sponsor sales kits, including brochures, audition discs, promotion material recorded by Welk, and more!

Your sales tools are ready now, and you can start the shows December 3rd. If you are not a subscriber to the RCA Thesaurus library service, now is the time to get complete information about the New Lawrence Welk Show and RCA Thesaurus for your market. Many other top name programs and features are available to subscribers for the one low subscription price. Call for details today!

SUCCESS STORY NOW READY TO SELL FOR YOU. PRESENTING . . .

CE WELK SHOW

BUILD BILLINGS WITH NEW RCA THESAURUS CHRISTMAS "SELL TUNES"

SELL-TUNES are the unique new commercial tunes that come to RCA Thesaurus subscribers free of additional cost. They're designed to boost station income and sales for sponsors. SELL-TUNES are tailored to all kinds of campaigns — automotive, food, furniture, and others . . . over 100 of them! And now, RCA Thesaurus presents 20 new Christmas SELL-TUNES made especially for holiday sponsors. Ask about them, and the "Big 26 for '56" package of commercial holiday features.

IS THE SALES-BUILDING RCA THESAURUS AVAILABLE IN YOUR MARKET?

Check your RCA Thesaurus representative today! There's a treasury of sales-building features available through your single RCA Thesaurus subscription. Over 25 big shows, 5,000 musical selections, including QUICKIE TUNES (less than two minutes each), SELL-TUNES and SELL-EFFECTS (more than 2,000 singing commercial jingles, commercial sound effects, program signatures, time and weather jingles). You also get the RCA Thesaurus local merchandising and sales aids, like "Shop at the Store with the Mike on the Door," plus many other wonderful features. Check your Thesaurus representative today!

RCA RECORDED PROGRAM SERVICES

RCA

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 • 445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-3530 • 522 Forsyth Bldg., Atlanta 3, Ga., JAckson 4-7703 • 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 • 1016 N. Sycamore Ave., Hollywood 38, Calif., OLdfield 4-1660

Heard the Latest?

. . . CBS Radio goes WCBM in Baltimore!

. . . this is the kind of news you'll like to hear—if you're *wrasslin'* with a Baltimore radio schedule.

. . . it simplifies matters because all you have to do is give WCBM a top spot on your schedule!

. . . and you'll be advising your clients right* . . . WCBM's own programming plus CBS features will give WCBM an even bigger *"hold"* on this fast growing market.

. . . if you want to *"pin down"* the facts call, write or wire direct . . . or contact our representatives.

**1st or 2nd in 146 out of 212 ½-hour rating periods 1st—104 times, 2nd—42 times*

WCBM

WCBM CBS RADIO AFFILIATE
10,000 WATTS ON 680 K. C.
BALTIMORE 13, MD.

Exclusive National Representatives THE BOLLING COMPANY, INC.

GOVERNMENT

NO CHANGE SEEN IN CONGRESS POSTS

Democrats' retention of control probably means continuance of Senate and House leadership and chairmanships of committees controlling and/or investigating radio-tv.

WITH the Democrats retaining control of Congress, no change is expected in Senate and House leadership and in chairmanships of committees which have jurisdiction over radio and tv broadcasting or which have investigations underway in the industry.

Sen. Lyndon B. Johnson (D-Tex.) is expected to remain as Senate majority leader and Sen. William F. Knowland (R-Calif.) as minority leader. Both have family interests in radio and tv stations.

The death of Rep. J. Percy Priest (D-Tenn.) [B•T, Oct. 15], chairman of the House Interstate & Foreign Commerce Committee, brings Rep. Oren Harris (D-Ark.), next ranking Democrat, into line for the chairmanship. Rep. Harris, chairman of the committee's Transportation & Communications Subcommittee and an acknowledged congressional expert on radio-tv legislation, had no opposition for re-election.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, which has been investigating the tv networks and uhf-vhf allocations problems, defeated his GOP opponent, Gov. Arthur Langlie.

Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate group, was not up for re-election. Sen. Bricker initiated the probe as chairman in the 83d Congress and has called for regulation of the networks by the FCC.

House Speaker Sam Rayburn (D-Tex.) and Rep. Joseph W. Martin Jr. (R-Mass.), House minority leader, were re-elected.

Also re-elected were Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee, which has been investigating alleged monopoly by the tv networks, and Rep. Joe L. Evins (D-Tenn.), chairman of the House Small Business Committee's Subcommittee No. 1, which held hearings on alleged White House and network influence on the FCC.

Ranking Republican members of three House groups were re-elected: Charles A. Wolverton (Mass.) on the House Commerce Committee; Kenneth B. Keating (N.Y.) on the Celler Antitrust Subcommittee, and William M. McCulloch (Ohio) on the Evins Subcommittee.

These members of the Senate Commerce Committee were re-elected: Sens. A. S. Mike Monroney (D-Okla.), George A. Smathers (D-Fla.), Sam J. Ervin Jr. (D-N.C.), Alan Bible (D-Nev.) and John Marshall Butler (R-Md.). Sen. James H. Duff (R-Pa.), another member, lost his Senate seat to Democrat Joseph S. Clark Jr., Philadelphia mayor. Edward Jarrett will continue as chief clerk of this committee, with Bertram O. Wiss-

The Next Move Is Yours . . .

It looked like a stalemate when our original 816 foot tower crashed. But we've strengthened our position by moving to a new 1356 foot tower generating 100,000 watts of power. Now 1,000,000 Oklahomans are watching Your next move. Make sure they catch it by mating your products to the Channel FIVE picture.

KGEO-TV

The Center of Attraction

ENID, OKLAHOMA

FULL ABC NETWORK

REPRESENTED BY JOHN E. PEARSON CO.

man as assistant chief clerk. Kenneth A. Cox will continue as special radio-tv counsel heading the committee's tv investigation, and Wayne T. Geissinger, assistant committee chief counsel, will represent the minority for the tv probe.

Of other members of the House Commerce Committee who will not return in the 85th Congress, two died: Reps. William T. Granahan (D-Pa.) and Carl Hinshaw (R-Calif.). Reps. Arthur G. Klein (D-N.Y.) and Richard W. Hoffman (R-Ill.) did not seek re-election. Rep. F. Ertel Carlyle (D-N.C.) was defeated in the primaries and Reps. Don Hayworth (D-Mich.) and James I. Dolliver (R-Iowa) were unseated in last Tuesday's elections. Rep. Hoffman is principal owner of WHFC-AM-TV and WEHS (FM) Chicago.

Rep. Harris Ellsworth (R-Ore.), part owner of KRNR Roseburg, Ore., was unseated in the Tuesday voting. Democrat Charles H. Brown, a former tv producer *(Ozark Jubilee,* ABC-TV), unseated Rep. Dewey Short (R-Mo.). Robert D. Holmes, Democrat, general manager of KAST Astoria, Ore., was elected governor of that state.

James H. Ballard, FCC, Dies

JAMES H. BALLARD, 51, chief of the FCC's Budget & Fiscal Div., Office of Administration, died last Monday night of coronary thrombosis. Mr. Ballard joined the FCC as an audit clerk in June 1934.

STREIBERT RESIGNS AS USIA DIRECTOR

THEODORE C. STREIBERT, director of the U. S. Information Agency since its organization in 1953 and former board chairman of MBS, resigned last week because of "family responsibilities." USIA is the parent organization of the Voice of America.

MR. STREIBERT

Mr. Streibert's resignation becomes effective Thursday. He had no immediate announcement of future plans.

In a letter to President Eisenhower, Mr. Streibert said he is leaving the government because of "personal considerations." He wrote: "Although as you know, I undertook this work originally with a commitment for only one year. I have now completed more than three years of service, and my family responsibilities will not permit further continuances."

Mr. Eisenhower's reply: "You and your colleagues have developed the U. S. Information Agency into a strong arm in our country in our struggle for world freedom. It has now been firmly established.

"It presents the truth about the United States and our foreign policy factually to all the world which is free to hear its voice, and many behind the Curtain who are not free have managed to hear it also. You have every reason to be proud of your accomplishments."

International Radio Talks Planned at Washington Meet

FIRST MEETING in preparation for the 1959 International Radio Conference was held last Thursday in Washington, with more than 60 representatives of government agencies and private industry meeting with State Dept. officials.

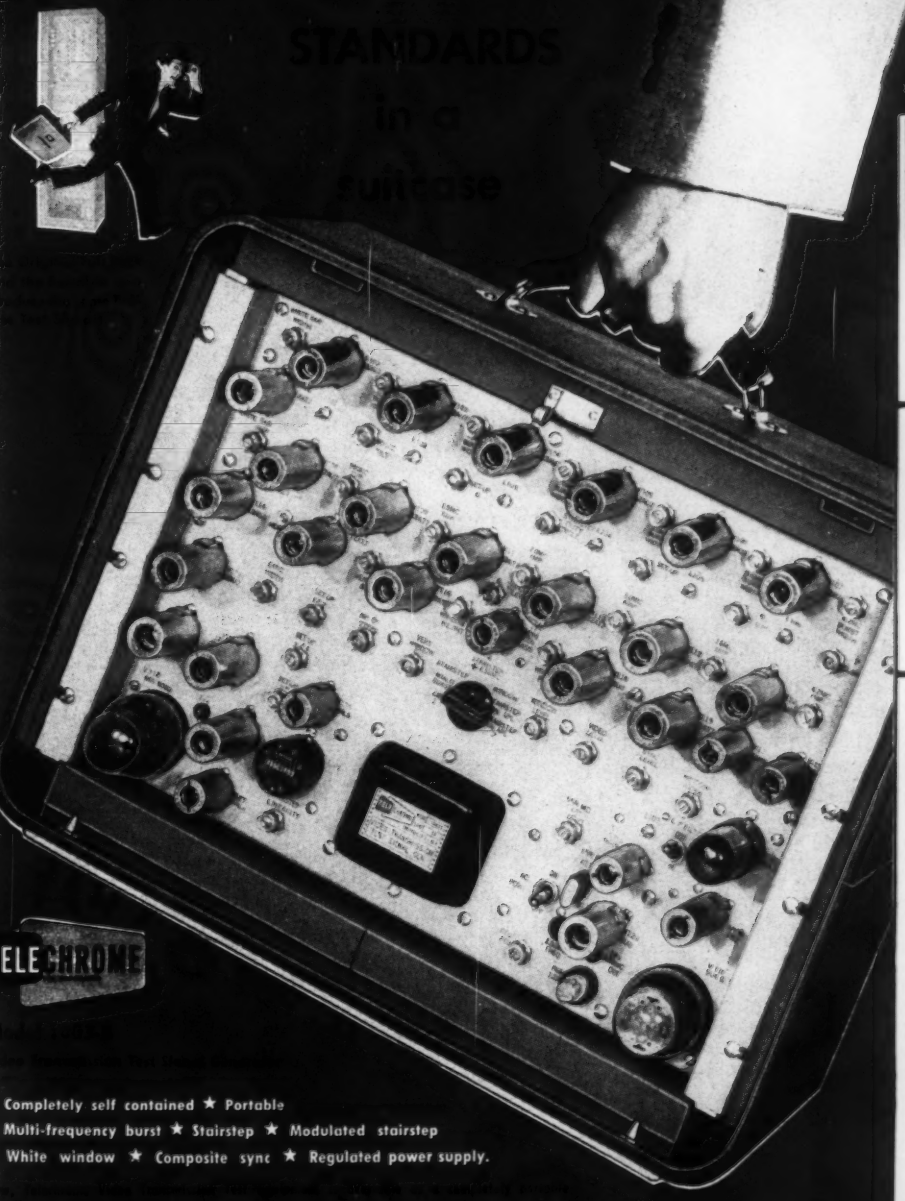
Submitted to the conference was a State Dept. proposal for the establishment of working committees on the various factors which will be under review at the international conference, probably to take place in Geneva, Switzerland. The 1959 conference will review and revise the radio spectrum, last reviewed in 1947 at the Atlantic City, N. J., meeting.

After formation of an executive committee, another meeting will be held to map out the work of the various committees.

Last week's meeting was held under the aegis of the U. S. State Dept., with Francis Colt DeWolf, chief of the telecommunications division, presiding. Among those present were A. Prose Walker, NARTB; Philip Siling and James Veitch, RCA; Leon Brooks, CBS, and Virgil M. Graham, RETMA.

Mexican-American population second only to Mexico City!
"CITY WITHIN A CITY" OF 550,000 PEOPLE
$485,000,000 annual spendable income
BEFORE THE BANDSTANDS...AND ALL OVER THE PARK..
invited via KWKW Radio only!
25,000 Mexican-Americans came
TO THE
3RD ANNUAL
KWKW Latin Picnic
Guests Yma Sumac, Ben Alexander and Consul General of Mexico, Adolfo G. Dominguez pay tribute to the "only authentic voice" of the Greater Los Angeles Spanish Speaking community.
You reach the "Big Tenth" of Los Angeles when you advertise on . . .
KWKW
PASADENA • LOS ANGELES
Spanish Language Station
L.A.—RYan 1-6744 • S.F.—Broadcast Time Sales
THE LATIN VOICE
KWKW announcers and personalities meet their listening audience at the 3rd Annual Picnic.

ALL VIDEO TRANSMISSION TEST STANDARDS in a suitcase

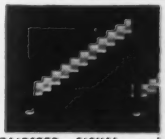


TELECHROME

★ Completely self contained ★ Portable
★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep
★ White window ★ Composite sync ★ Regulated power supply.

MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.

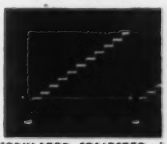
WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.



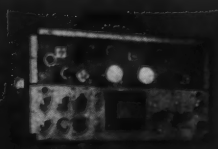
STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

Model 608-A HI-LO CROSS FILTER for Signal analysis.

MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



TELECHROME INCORPORATED
The Nation's Leading Supplier of Color TV Equipment

ESSO
GOLDEN
ESSO EXTRA

MEET A MAN WE WORK FOR!

Chances are you thought it was the other way around. But this man—symbolic of 25,000 Esso Dealers—doesn't work for us. In fact, the shoe is on the other foot!

Actually he's our customer—a very important customer . . . an independent businessman who buys Esso products from us and resells them to you at his Esso Station. He chose the Esso Sign for a very definite reason. He believes that our products—together with our reputation and our methods of doing business—give him the best possible chance for personal success.

The records bear out the wisdom of his choice. Over 990 dealers have been with us 30 years or more. Another 3,021 have served you at the Esso Sign for over 20 years; still another 4,385 for more than 10 years. They could have sold another brand at any time, but they like the way we operate and the way you prefer the ever-improving products we supply—such as our new GOLDEN ESSO EXTRA.

So next time you stop in at an Esso Dealer's, look at him in a new light. He's doing an important job and he's doing it well. He's making his own way in a highly competitive business. And though we're dedicated to helping him in that business all we can, please remember this—your Esso Dealer may wear an Esso uniform . . . but he's in business for himself.

WHAT'S BEHIND THIS SUCCESSFUL RELATIONSHIP?

Because it might be of general interest, we highlight here some of the principles, unchanged throughout the years, under which we do business with the men who sell you our products:

- The motoring public is best served by the distribution of petroleum products through service stations operated by independent merchants.
- Our customers, the Esso Dealers, are free to run their businesses as they see fit.
- We do not enter into exclusive dealing contracts on gasoline, oil, tires, batteries or accessories. We try to sell our Esso Dealers on stocking and merchandising our Esso and ATLAS products because we feel it is to our mutual advantage that they do so.
- Esso leadership, through research, is assurance to our dealers that we will continue to supply them with the best in product quality.
- We know it is good business and, therefore, urge our dealers to maintain clean and attractive looking stations and to provide prompt and courteous service, because experience and consumer research have proved that these attract more customers.
- When we have the opportunity to deal with someone who has demonstrated his ability as a good merchandiser, we do so in preference to one who is neglectful of his business.
- Twenty percent of Esso Dealer outlets are owned by doctors, lawyers, widows, estates, legislators, educational institutions, and people in just about every walk of life. These we lease and, in turn, sublease to dealers. Seventy percent are either owned by the dealer himself or leased by him from others.
- We consult with representative groups of our dealers on new merchandising programs and dealer problems in order to obtain the benefit of their opinions and comments.
- We and our dealers are dependent upon each other for success. For this reason, we must work together in every possible way.

ESSO STANDARD OIL COMPANY

Esso

This message appeared recently in newspapers in major cities in the area served by Esso Dealers

KOB GIVEN 10 DAYS TO ADJUST FOR WABC

FCC, complying with court directive, sets limit for Albuquerque to agree to protect New York station's 1-A signal.

THE FCC on Friday told KOB Albuquerque, N. M., that it would have 10 days to agree to revise its 770 kc facility to protect ABC-owned WABC New York, the Class 1-A station on that frequency.

Acting on an appeals court directive that it solve the 15-year-old skeleton—KOB has been operating on 770 kc on a temporary basis since 1941—the Commission sent a letter to KOB outlining its proposed solution. It asked KOB to respond within 10 days whether it was willing to accept the interim solution. If not, it was implied, the Commission could do nothing but order the New Mexico station off the air.

The KOB situation goes back to 1940 when that station (then owned by the *Albuquerque Journal*) was granted clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection on 1180 kc in the North American Regional Broadcast Agreement. After a few months operation on 1030 kc, KOB was given temporary authority to operate on 770 kc. It has been operating on 770 kc under that temporary permission since then. The NBC affiliate, using 50 kw daytime and 25 kw nighttime, is now owned 50% by Time Inc. and 50% by A. Wayne Coy, former FCC chairman.

After several years of litigation the U. S. Court of Appeals in Washington in September ordered the FCC to either take KOB off 770 kc or to permit it to remain on that frequency with appropriate restrictions to protect WABC. It directed the FCC to report on what it planned to do by Nov. 11, and to order the action by Nov. 26.

Westinghouse Broadcasting Co.'s WBZ Boston is the Class 1-B station on 1030 kc, to which KOB is licensed.

The Commission's letter last week said it had three choices in complying with the court's order; either to take KOB off the air or to permit it to continue operating on 770 kc or 1030 kc with appropriate protection to the dominant stations on those frequencies.

It concluded, the Commission said, that the best solution in the public interest was to permit KOB to continue on 770 kc with proper protection to WABC. It also noted that this was an interim solution with no prejudice to existing proceedings which might change matters. This was understood to be a reference to the pending clear channel and daytime skywave cases, some action on which may be forthcoming later this month. There has been Commission discussion regarding the cancellation of the 10-year-old clear channel proceeding [B•T, Oct. 29].

In asking that KOB respond in 10 days to its suggested solution, the Commission asked that KOB also tell how long it thought it would take to directionalize its antenna in order to protect WABC at the .5 millivolt per meter, 50% skywave contour. Privately, it was strongly implied that the Commission feels that KOB should be able to revise its antenna structure in about 90 days.

The A B C *of paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

Shreveport Review Denied

A REQUEST to review the February 1955, Shreveport, La., ch. 3 grant to KTBS that city was denied by the U. S. Supreme Court last week. The appeal had been made by KWKH Shreveport, the unsuccessful applicant, which claimed the FCC discriminated against its application because of its ownership by the *Shreveport Times*. An appeals court last May upheld the Commission's grant to KTBS.

Slight Tower Revisions Offered by Air Group

THE Air Transport Assn. of America last week expressed approval—with some modification—of the FCC's proposal to require tall tower tv applicants to use joint towers or "antenna farms" or justify why they can't do so. The FCC in March called for comments on the proposal [B•T, April 2] and has granted several extensions of the deadline for comments, the last of which expired last Monday.

ATA's statement, the only one to be received by the FCC within the last two months, expressed approval of the aims of the FCC proposal, but suggested that certain parts be re-phrased. Where the proposal reads that an over-500 ft. tower request will not be granted unless the applicant can make a showing that "the proposed tower will not constitute an *undue* hazard to air navigation," ATA wants to drop "undue."

The association, which claims membership of 47 airlines, contends the words "menace" and "hazard" themselves are ominous enough and would be sufficient to cover the problem. "Undue" would make interpretation more difficult, the association said.

ATA also requested that the proposal be re-worded to include all who filed applications to modify existing stations, to cover those cases where an increase in tower height is requested. The FCC proposal specified only applicants for new stations and those seeking to change station location.

The FCC proposals drew general objections by most broadcasters who filed during the summer [B•T, July 9]. Most wanted to see specific criteria before the rule was put into effect. Others felt it was an unjust burden to require an applicant to justify why he cannot locate in an antenna farm or near an existing tall structure. There were some claims that this constituted an abdication by the FCC of its legal duty to judge applications in the public service.

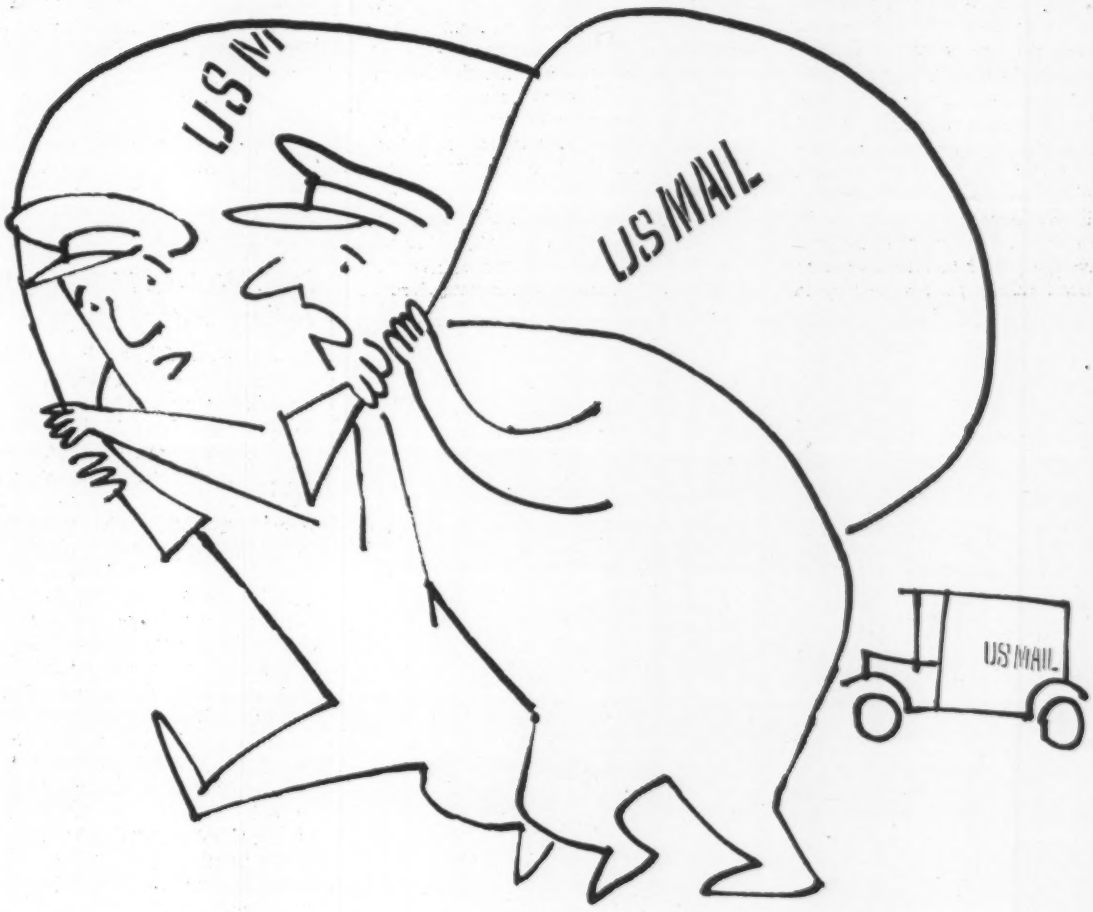
The Commission's tall tower proposals followed a year-long joint aviation-broadcast-government study of tall towers and their apparent threat to airplanes.

Among other suggestions made by the joint committee was legislation assigning responsibility for abandoned towers. This is under study by FCC for recommendations to Congress in January.

Loyola Zone Plea Denied

THE FCC last week denied a petition by Loyola U. (WWL New Orleans) for rearrangement of the boundary lines of Zones I and III in order that ch. 11 could be allocated to New Orleans. Loyola holds a construction permit for New Orleans' ch. 4 (WWL-TV) but has been prohibited from starting construction pending resolution of New Orleans deintermixture proposals. Loyola envisioned the assignment of ch. 11 to New Orleans by changing the Zone II boundary line so that the transmitter of WTOK-TV Meridian, Miss., would lie in Zone II, where 190-mile co-channel spacing is required, instead of Zone III, where 220-mile spacing is necessary.

Another thinly disguised WJR Success Story



Say, who is this guy "Milk" up at WJR, anyway?

Well, fellows, "Milk" offered a lot of weight-conscious listeners a chance to eat heartily and take off pounds simultaneously.

Any wonder they addressed 4,255 letters to "Milk," WJR, Detroit 2, Michigan?

That was the address for a free booklet offered by an advertiser who sells milk. The booklet was full of good advice on how to lose weight, still eat lots —and, naturally, drink lots of milk.

The offer was made on a noon newscast. Of the 4,255 requests, metropolitan Detroit accounted for nearly half.

Your Henry I. Christal representative will be glad to tell you all about WJR and its more than 16 million listeners.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

FCC COOL ON PROPOSAL TO LIFT STATION LIMIT

THE FCC isn't too happy about the various proposals which would permit ownership of an unlimited number of broadcast stations provided no one owner's facilities covers more than 25% of the population.

The first inkling of the Commission's position on this proposal—advanced by several congressmen in the last Congress—was contained in its brief on the Storer Broadcasting Co. case filed last week with the U. S. Court of Appeals in Washington.

The appellate court ruling that the FCC does not have the power to limit ownership by a flat general ruling was reversed by the U. S. Supreme Court last May. The Supreme Court remanded the case to the lower court to consider other Storer objections to the multiple ownership rules. These include the Commission's holding that even 1% ownership may be considered in taking into account the number of stations owned by a single entity and also whether the ownership limitations are arbitrary or capricious. The FCC limits ownership of broadcast facilities for a single person or company to not more than seven in each of the broadcast services (am, fm, and tv).

The FCC position on the 25% proposals was contained in this language: "Furthermore, any different rule which utilized population served as the governing standard . . . would necessarily considerably increase the number of communities in which Storer would have control of a scarce outlet of local expression."

The smaller the cities chosen, the Commission said, the fewer outlets there are. This means greater concentration of control, it was implied.

The Commission said: "While it might be reasonable to utilize a population standard, it is clearly well within the bounds of reasonable judgement to use a standard based upon the number of communities in which there is control, particularly where that standard does not impose unequal population results."

It Is Thanksgiving

Once again, the people of Kansas gather together to give thanks for their many blessings. Once again, the labor and faith of our farm families has been rewarded far beyond all expectations.

We at WIBW enjoy a double share of this Thanksgiving spirit. First, as farmers ourselves; and second as a long established friend and welcome daily visitor into the homes of these farm families.

We are human enough to derive our greatest pleasure from this enviable listener relationship and pledge ourselves to its continuance.

Ben Ludy

Gen. Mgr., WIBW and WIBW-TV, Topeka
KCKN, Kansas City

FCC Waives Mileage Limit In Lancaster, Pa., Grant

FIRST WAIVER of FCC rules covering minimum mileage separations between tv stations was granted by the Commission last week. Comr. Rosel H. Hyde dissented.

In granting Peoples Broadcasting Co.'s application for ch. 21 Lancaster, Pa., the FCC waived Sec. 3.698 to permit the proposed transmitter site less than one mile short of the 60-mile separation required to prevent oscillator or sound image interference. Peoples is licensee of WLAN-AM-FM Lancaster. Comr. Hyde opposed the majority action. He contended the action was precedent for whittling away of the rule.

In another tv grant, the FCC awarded ch. 3, Bryan, Tex., to Brazos Broadcasting Co., which is 50%-owned by KWTX Broadcasting Co. (KWTX-AM-TV Waco, Tex.).

In another tv action, the Commission approved a 72-mile transmitter-site move for ch. 13, KOVR (TV) Stockton, Calif., and denied a petition by ch. 40, KCCC-TV Sacramento, calling for a hearing on KOVR's proposed move. KOVR plans to move from its present site on Mt. Diablo to Butte Mt., about 40 miles northeast of Stockton and 72 miles from Mt. Diablo. KCCC-TV, which claimed KOVR was attempting to move in on Sacramento and get the ABC affiliation now held by KCCC-TV, a fortnight ago filed an application for KOVR's Stockton facility [B•T, Oct. 29]. The Commission last week returned that application to KCCC-TV.

Atheist Seeks 'Equal Time'

A slightly different equal time plea was submitted to the FCC last week, the day before election day. Robert H. Scott, Saratoga, Calif., atheist, asked the FCC to refuse to renew the license of ABC-owned KGO San Francisco. Mr. Scott charged that KGO permitted atheists to be calumniated by a minister and that it had refused him equal time to answer the alleged smear.

Mr. Scott was the principal in the 1946 FCC "Scott Decision" which held in essense that broadcast licensees must not discriminate against atheists. The document was in response to a pleading by Mr. Scott for the revocation of the licenses of several San Francisco radio stations because they would not permit him to expound atheism over their facilities. The California freethinker sought revocation preceedings again in 1947. The FCC's Scott Decision was the subject of an House subcommittee inquiry in 1948.

MUSHROOMING SALES...

are yours for the asking in the ENTIRE Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. True, because no station or group of stations delivers complete coverage of this mighty industrial area as does WFMY-TV.

50 Prosperous counties — 2 Million Population
$2.5 Billion Market — $1.9 Billion Retail Sales.
Call your H-R-P man today for full information.

Greensboro, Winston-Salem, Durham, High Point, Reidsville, Salisbury, Chapel Hill, Martinsville, Va., Danville, Va., Pinehurst, Fort Bragg, Sanford

WFMY-TV... Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic CBS
Since 1949

Sales of WIND, KWIE Get Approval by FCC

AMONG station sales approved by the FCC last week was the record $5.3 million purchase of WIND Chicago by Westinghouse Broadcasting Co. [B•T, Aug. 27]. Also involved in the sale is a ch. 20 construction permit for WIND-TV, which is not on the air.

Westinghouse's purchase of independent WIND (560 kc, 5 kw directional) from Ralph L. Atlass and associates topped by $1.3 million the previous record price paid for a radio station. That was the $4 million paid for WNEW New York by a group headed by Richard D. Buckley, Jack Wrather and John L. Loeb.

Also approved by the FCC last week was the acquisition by Cascade Broadcasting Co. (KIMA-AM-TV Yakima, Wash.) of 100% ownership of KWIE Kennewick, Wash. Cascade, 40% owner, purchased the remaining 60% interest from Clarence J. McCredie and Harold A. Clark for over $96,000.

Congress to Take Look At Broadcast Tax Relief

A Congressional committee is scheduled to consider changes in Sec. 1071 of the Internal Revenue Code which provides tax relief for broadcasters selling radio or tv stations, it was announced last week.

The hearings, to begin Nov. 19, will look at more than 30 "loopholes" in the current tax laws. The list was submitted by Treasury Dept. and Congressional tax staff experts to a House Ways and Means Subcommittee headed by Rep. Wilbur D. Mills (D-Ark.). Among the items cited by the staff were "unintended benefits and hardships" affecting bond dealers, insurance companies, oil and mineral producers and other groups.

The provision dealing with tax relief for broadcasters permits stations owners who sell one station in order to conform to the FCC's multiple ownership rules to delay paying taxes on their gain, if any, until the second property is sold. The provision was inserted in the tax laws in 1941 when the FCC promulgated its multiple ownership rule—forcing the sale of stations in many parts of the country where the same owners held more than one outlet in the same community.

In September the Commission announced that it was going to become more strict in its issuance of tax relief certificates [B•T, Oct. 1]. It had issued such relief when a broadcaster sold one station in order to buy another and remain within the ownership limits. The Commission said that it would only issue relief when a station was required to be sold by a change in FCC regulations. This policy became effective Oct. 15.

It is this construction of Sec. 1071 for which the Commission seeks approval, it is understood. It also would like Congressional guidance on the question whether tax relief certificates should be issued where the selling broadcaster reinvests his gains in property subject to depreciation, it was explained. The Commission has no position on this point, it was noted.

The $6.5 million purchase of WAGA-AM-FM-TV Atlanta, Ga., from Storer Broadcasting Co. by the Washington Post Co. (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) was signed a few minutes before midnight Oct. 15, thus making Storer eligible for tax relief.

Cps for Eight New Ams Granted by Commission

EIGHT am grants were announced by the FCC last week. Cities and permittees:

Atlantic Beach, Fla.—Voice of the Sea, 1600 kc, 1 kw daytime. William A. Partain III, sole owner, is southeastern division manager of Alexander Hamilton Institute (home study).

Miami, Fla.—Frieda Bcstg. Corp., 1260 kc, 5 kw daytime, directional antenna. Principals are Keith, Frieda and Roger Moyer, who control WTIM Taylorsville, Ill., and WTAY Robinson, Ill.

Starke, Fla.—Ben Akerman, 1580 kc, 1 kw daytime. Mr. Akerman is general manager of WGST Atlanta, Ga., and former 50% owner of WSTN St. Augustine, Fla.

Pine City, Minn.—Pine County Bcstg. Co., 1350 kc, 1 kw daytime. Pine County president-30% owner is Richard K. Power, 50% owner-manager of WSHB Stillwater, Minn. Dewey S. Campbell, WSHB employe, is vice president-12% owner, Pine County, and John C. Hunter, business interests, owns 58%.

Laurel, Miss.—Voice of the New South, 1260 kc, 1 kw daytime. Frank E. Holladay and Joseph W. Carson, each 25% owners of WLSM Louisville, Miss., and WCLD Cleveland, Miss., are equal partners in the Laurel facility. Mr. Carson is manager of WMOX Meridian, Miss., and Mr. Holladay is commercial manager.

Final decisions in hearing cases resulted in grants for:

Newburyport, Mass. — Theodore Feinstein, 1470 kc, 500 w daytime.

Muleshoe, Tex. — Blackwater Valley Bcstrs., 1570 kc, 250 w daytime. Muleshoe Bcstg. Co application was denied.

Raymondville, Tex.—Hale Schaleben and Van N. Culpepper, 1240 kc, 250 w unlimited. Denied were applications for the same facilities by John F. Thorwald for Harlingen, Tex., and KVOZ Laredo, Tex., seeking to move from 1490 to 1240 kc.

FCC Extends Rules Deadline

THE Nov. 15 deadline for comments on the FCC's proposals to revise Part I of its rules of procedures [B•T, Oct. 22] was extended last week to Dec. 15. An informal conference to explain the changes has been scheduled for Nov. 30 in the Dept. of Commerce auditorium, with FCC officials and Federal Communications Bar Assn. specialists participating. The new rules were prepared, over a year's time, by a special 15-man FCC committee, headed by Associate General Counsel J. Smith Henley, in coordination with a special FCBA committee on practices and procedures, headed by Benedict P. Cottone.

Demix Comments Date Moved Back to Dec. 3

THE FCC last Thursday extended to Dec. 3 the deadline for comments in the 13 cases where it proposes to deintermix tv channel assignments. The deadline was Nov. 15.

At the same time, the Commission withdrew those parts of Appendix A of its June 25 report dealing with formulae for computing coverage of uhf and vhf stations. Instead, the Commission suggested that those filing responses use the tables and curves carried in the existing rules plus any other "engineering facts, judgments and assumptions as may be logically demonstrated as pertinent."

The allegedly newer figures and curves recommended for use in Appendix A had been attacked by the Assn. of Federal Communications Consulting Engineers and others. Basically, the validity of newer formulae were questioned on the ground that departures from average computations could be extreme in figuring uhf coverage, particularly in irregular terrain.

Comr. John C. Doerfer dissented to the extension; he felt the deadline should be Jan. 15. Comr. Robert E. Lee dissented to any extension. Both concurred in the deletion of the June 25 report's technical standards.

The deintermixture proposals were termed an interim action pending an overall review of the television allocations structure. Involved in the interim deintermixture proposals are Evansville, Ind.; Charleston, S. C.; Elmira, N. Y.; Springfield, Ill.; St. Louis, Mo.; Miami, Fla.; Hartford, Conn.-Providence, R. I.; Duluth, Minn.-Superior, Wis.; Mobile, Ala.-New Orleans, La.; Madison, Wis.; Norfolk-Portsmouth-Newport News, Va.; Peoria-Rock Island, Ill.; Fresno-Santa Barbara, Calif., and Albany-Schenectady-Troy, N. Y.

CBA Survey Shows Benefits Of Class IV Power Increase

A HORIZONTAL power increase from 250 w to 1 kw for all Class IV radio stations would raise revenues "significantly" and help national representatives in the sale of time, according to a survey conducted by Community Broadcasters Assn. The association last April asked FCC to amend its rules and standards to permit the power increase.

CBA's survey showed that 77% of Class IV operators believe the power change would boost income and 84% see a definite aid to sale of national time. It revealed that 45% of stations promise improved service to more people day and night, especially school information and sports, if the increase is granted. A total of 36.5% mention better farm programming, market reports, community projects, political broadcasts, emergency weather and road condition reports.

The survey indicated 46.7% mentioned stronger and clearer signals at night as important factors in improving service, with 28.7% mentioning better daytime signals. As to Conelrad, 11.9% said they could give better civil defense service.

First Forced-Air-Cooled Design

...STILL GOING STRONG

Introduced to broadcasters nearly two decades ago, the famous forced-air-cooled power type RCA-892-R is the tube that helped make air cooling a reality in high-power designs. This is the tube that led to important transmitter simplification, substantial operating economies, and easy maintenance *above and beyond all previous concepts in AM station operation.*

With power-house reliability, RCA-892-R has "taken the gaff" through the years. The tube is another typical example of RCA time-proved designs that are paying handsome dividends in lower tube cost per hour of operation—and uninterrupted program time around the clock.

For long-term power performance, always specify RCA. Your RCA Tube Distributor is ready to handle your call for RCA tubes of all types for station operations.

How To Get More Hours From An RCA-892-R

- Reduce filament voltage to the minimum for required output at acceptable distortion level—then increase by the amount required to compensate for line-voltage regulation.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- When handling tube, lift it by the handles to avoid mechanical damage. Do not bump glass envelope or grid arm.
- Operate spare tubes periodically.
- Operate RCA-892-R within RCA ratings. Always follow the instructions packed with each tube.

RCA

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA

TUBE DIVISION • HARRISON, N. J.

ZIV ESTABLISHES RE-RUN DIVISION

Weis appointed general manager of new unit, Florsheim named general sales manager. Lawrence takes over Weis' former post at World.

ECONOMEE Tv, which handles certain reruns of Ziv Television Programs' tv film series, last week was named a division of Ziv Tv, and as part of the change-over Pierre Weis was appointed general manager of the unit and Stanley J. Florsheim was promoted to general sales manager.

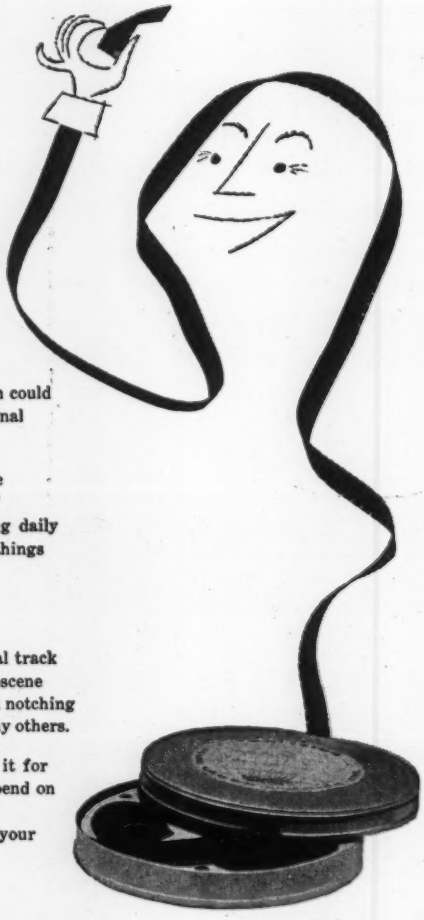
Economee has been functioning as a Ziv Tv unit since 1954 and has gradually broadened the base of its operations. It currently handles 11 rerun film series, reported to include *Favorite Story, Boston Blackie, Corliss Archer, Yesterday's Newsreel* and *Living Book*, a total of 575 half-hours of programming. A spokesman said that Economee sells directly to stations in contrast with Ziv Tv which sells to national, local and regional advertisers as well as stations. He added that Economee will take over station syndication of a series from Ziv on a "certain run" level (second, third, fourth), depending on the program.

Mr. Weis comes to his new post from Ziv's World Broadcasting System, where he has been general manager for the past several years. He joined World in 1951 as sales manager. Replacing Mr. Weis at World is Dick Lawrence, who has been with the company since 1950, recently as World's national sales manager.

Mr. Florsheim has been with Ziv in various sales posts since 1948. Since 1954 he has been assigned to Economee Tv as a sales executive.

MR. WEIS MR. FLORSHEIM

THIS IS JUST THE BEGINNING OF 16 MM!



Talk was that other film sizes than 16mm could do better jobs in the industrial, educational and commercial fields.

Not while there is a film laboratory like Precision, bringing 16mm to the peak of perfection. In fact, we are demonstrating daily that 16mm can do more – and better – things in movies than have been done before.

Precision Film Laboratories developed unique equipment to realize the fullest potentialities in 16mm, such as the optical track printer; timing, fades, dissolves, scene-to-scene color corrections, invisible splices without notching originals; direct electric printing and many others.

No, 16mm is just beginning. Depend on it for your next film project and, of course, depend on Precision to do exactly the right job in bringing life and sparkle to the best of your production efforts.

you'll see and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC

In everything, there is one best . . . in film processing, it's Precision

Suit by Composer Settled Out of Court by Song Ads

SONG ADS FILM-Radio Productions, Hollywood, fully covered by Lloyds of London, made an out of court settlement last week for an undisclosed sum with composer-publisher Don Robertson in a dispute involving musical radio-tv spots for Burgermeister Beer [B•T, Sept. 3]. At issue was an ad lib passage whistled by one performer for two bars and not conforming to the Song Ads score. Mr. Robertson claimed the ad lib passage was taken from his popular song, "The Happy Whistler."

The song writer obtained an injunction against use of the commercial and it was withdrawn from use. Song Ads now is redoing the spots exactly as before to eliminate the ad lib portion. The commercial production firm said the settlement was made without admission of liability by any of the parties. In addition to Song Ads and San Francisco Brewing Co. (Burgermeister) the suit also named BBDO and stations KNX, KMPC and KLAC all Los Angeles.

FILM PEOPLE

Bob Novak, radio-tv supervisor, the March of Dimes Inc., to Rountree Productions Inc., Washington, D. C., as vice president.

Jack House, head of station relations and tv account supervisor, William Esty Co., N. Y., to Screen Gems, N. Y., as account executive.

Edward I. Adler, western sales manager, Community Club Awards (packaging company), and formerly salesman for WVDA Boston, to CBS-TV Film Sales as account executive in Colorado, Wyoming and Nebraska.

Dave Schooler, eastern sales manager, Major Tv Productions, N. Y., named sales manager, Minot Tv, same city.

Lewis Mansfield named to managerial staff of Consolidated Film Industries, Hollywood.

Herbert J. Leder, director of tv film department, Benton & Bowles, N. Y., named story editor, Guild Films Co., same city.

The U. P. election service
was fast, accurate, and superb.

—Walter Cronkite

TV FILM FRONT ACTION SPURRED BY LEVER BROS.

Company's six agencies meet in effort to arrive at detailed proposal that can be presented at formal meeting on establishing new technical standards in television commercials.

ACTION along the tv film front in New York is breaking out this week as a direct result of meetings held by Lever Bros. for its agencies and film producers [B•T, Nov. 5].

Meanwhile, Lever Bros.' agencies (film production experts) met last week to sift through material in an effort to come up with a detailed proposal that can be presented at a formal meeting on establishing new technical standards in tv commercial film.

Lever and its six agencies have been involved in this quest of lifting the quality of filmed tv commercials. The agencies include J. Walter Thompson Co., Foote, Cone & Belding, Sullivan Stauffer, Colwell & Bayles, BBDO, Kenyon & Eckhardt and Ogilvy, Benson & Mather.

The National Television Film Council, New York, which has a membership composed of agency, film producers and distributers, lab processing, network and station personnel, among others, has scheduled a luncheon for this Thursday (Nov. 15) to hear the Lever Bros. agency viewpoint.

The Assn. of Film Producers, New York, meets Thursday in closed session on the matter of print quality, print distribution and the possibility of operating a closed-circuit tv system for testing tv film commercials before they are aired.

Richard E. Dube, assistant program manager of Lever and prime mover of the firm's project to improve film quality, will speak before the NTFC as will Marshall Rothen of K&E, Fred Raphael of JWT, and Walter Selvin of SSC&B. These men have been active in the Lever program.

Mr. Dube has a film background. He formerly was associated with 20th Century-Fox and Eagle-Lion and is considered a pioneer in kinescope.

Rainbow Pictures Makes Three Key Appointments

THREE key appointments to the staff of Rainbow Pictures Inc., Miami, Fla., have been announced by Walter Resce, president of the motion picture producing company. Mr. Resce said that the new appointments represent the first step in a proposed expansion of Rainbow Pictures.

Frank Brodock has been named general sales manager. Mr. Brodock was associated with the Jam Handy Organization, Detroit film firm, for 17 years. Oscar Barber, formerly with the Stickland Film Co., Atlanta, has been named chief editor-director of Rainbow. Willard Jones has been placed in charge of production. He was previously with WSYR-TV Syracuse, N. Y.

SY WEINTRAUB, president of KMGM-TV Minneapolis, and Charles C. (Bud) Barry, vice president in charge of tv for Loew's Inc., pose with Leo, the famous Metro-Goldwyn-Mayer trademark which KMGM-TV will use in promoting the MGM films it will begin programming on the station Dec. 1 [B•T, Nov. 5].

Challenge to SAG Residuals Comes Up in Court Thursday

OPPOSING a suit by Screen Actors Guild to collect residual fees due actors for re-runs of the syndicated tv series *Cowboy G-Men*, Hollwood producer Harry B. Donovan this Thursday will go before the Los Angeles Superior Court with a demurrer claiming that the 1952 SAG television contract constitutes restraint of trade.

To be filed by Beverly Hills attorney Murray G. Chotiner, the demurrer will claim that residual structure for third and subsequent re-runs on tv actually is constructed to force producers into making more films and not just to get extra pay for actors.

Mr. Donovan's Telemount Pictures made the series of 39 films between 1952-54 and initially distributed them through the now defunct United Artists Television Corp. The series now is distributed by Flamingo Films. Mr. Donovan admitted he still has to recover two-thirds of $700,000 he invested in the program.

John L. Dales, national executive secretary of SAG, last week said, "SAG gladly accepts Henry P. Donovan's challenge that he be a guinea pig in testing the validity of the guild's television film contract which he signed and which calls for re-run payments to actors for re-showings of television pictures. We have complete confidence that Mr. Donovan will not be able to aviod paying his legal contractual commitments to actors. At the time Mr. Donovan signed the contract with SAG, he raised no objection to the residual payment clause which is standard throughout the entire industry."

SAG had scheduled its annual membership meeting in Hollywood last Friday night. This issue and the problem of theatrical films going to television were among the items to be considered.

Sales Upsurge Shown In NTA Yearly Report

ANNUAL report of National Telefilm Assoc. for fiscal year ending July 31, 1956, and released last week reveals exhibition contracts written during the period amounted to $5,793,795, as compared with $2,386,915 in the previous fiscal year. Net income totaled $441,877, or 68 cents per share, as against a deficit in the 1955 period.

Film rentals showed gains in each successive fiscal quarter, the report stated, aggregating $3,818,627 for the 12 months, as compared with $1,417,515 last fiscal year. Net deferred income was reported up 219%, amounting to $386,835 on July 31, 1955, and $1,234,540 on July 31, 1956.

Ely A. Landau, NTA president, pointed out that major new productions acquired during the 1956 fiscal year, which made "substantial contributions to earnings and future prospects," included 52 motion pictures of 20th Century-Fox; the major portion of Paramount Pictures' pre-1948 short subjects library; 10 features from David O. Selznick, and *The Sheriff of Cochise* and *Lilli Palmer Theatre* half-hour tv film series.

Mr. Landau, referring to the company's newly-formed NTA film network, claimed it "has introduced a long needed element of competitive programming in many of the country's television markets." Several weeks ago, NTA concluded a transaction with 20th Century-Fox, under which the motion picture company acquired a 50% interest in the NTA film network, and in a separate action, NTA also committed itself to purchase tv rights to a library of 390 motion pictures from Fox for $30 million [B•T, Nov. 5].

Eight Sales Announced By INS-Telenews Newsfilm

EIGHT INS-Telenews Newsfilm sales were announced in New York last week by Robert H. Reid, International News Service's tv sales manager. Hamm Brewing Co., through Campbell-Mithun, bought *This Week In Sports* for showing on KXLF-TV Butte, Mont. Bethlehem Steel Corp. will sponsor the program on WBUF (TV) Buffalo, N. Y., and other stations buying the show were KGNC-TV Amarillo, Tex.; WISH-TV Indianapolis; WKOW-TV Madison Wis., and WTVO-TV Rockford, Ill.

Studebaker dealers, via Benton & Bowles, have purchased Telenews' *Weekly News Review* for showing in New York City, with station and time to be negotiated. Newsfilm has been purchased by KPHO-TV Phoenix and United Automobile Workers, Detroit, through Henry J. Kaufman Agency, Washington, and is being sponsored by United on CKLW-TV Windsor, Ont.

Film Producer Gershman Dies

FUNERAL services were held in Los Angeles last Thursday for Edward L. Gershman, president of Academy Pictures Inc., New York, producers of animated television commercials and training films. Mr. Gershman, who died in New York Nov. 2, formed Academy Pictures five years ago.

How well do you know the Boston market?

There's something special about Boston. How many of the special places, people, and things you see pictured above can *you* identify?

A. WEEI Radio's own Carl Moore.

B. An exhibit of early American door handles, Old Sturbridge Village, Mass.

C. Roadside stand near Buzzards Bay.

D. Sign on shop in Scollay Square.

E. House flags of Boston merchants.

F. Profile, early American cigar store Indian, Old Sturbridge Village.

G. Steeple of Old North Church toppling during Hurricane Carol, 1954.

H. Li'l Abner, a product of the fertile imagination of Boston artist Al Capp.

I. Drop of milk falling on a hard surface, photographed by a new process at the Massachusetts Institute of Technology.

J. Sign on barn near New Bedford.

K. Sacred Codfish, symbol of Boston's earliest staple. New State House.

L. WEEI's Priscilla Fortescue with Gregory Peck, in London.

M. Tombstone in Gloucester Cemetery.

N. Cover of the original Bunker Hill Quick-Step music sheet, 1836.

Don't feel badly if you didn't recognize them all. No one knows the Boston market as WEEI does—especially the buying habits and brand loyalties of the Boston people. WEEI has been around the land of the baked bean a long time—long enough to know that the Boston customer takes an awful lot of convincing. Once you've won his trust, he's likely to be your customer for life.

WEEI already has won that trust for the products it advertises. When you have something to sell in that special Boston market, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, C, F, J, M—Standard Oil Co., N. J.; H—United Features Syndicate, Inc.

WEEI

RADIO-TV HELP OUT IN CLEVELAND STRIKE

Strike of city's dailies, coupled with elections and warm weather, hurt retailers. Broadcast media help offset loss in store traffic.

RETAIL BUSINESS in Cleveland, sharing a widespread sales slump caused by unseasonably warm weather and the national election, began to pick up Thursday as the city's newspaper shutdown entered its second week and as a spell of cold weather quickly stirred interest in fall merchandise.

Given numerous assists by radio and tv, retailers felt their intense use of announcements and newscasts was helping offset the loss of neyspaper white space in promoting special items and inducing store traffic.

All three tv stations were carrying extra newscasts as national and world developments moved through a critical period. The city's am and fm outlets added large numbers of news features, joining tv stations in supplying bulletin boards and other facilities in public places.

Department stores quickly turned to broadcast media. May Co., largest department store in Ohio, bought time on two tv and five radio stations and was planning to use the third tv outlet if suitable time could be cleared, according to Max Schwartz, advertising manager. Normally the store is not a heavy radio-tv buyer, he said.

Both institutional and specific item copy are used on radio and tv, he told B•T, with the former emphasizing telephone service, trading stamps and completeness of lines. The May Co. items scheduled for Sunday's *Plain-Dealer* were switched to television.

While refusing to go into details, Mr. Schwartz indicated the store has felt the newspaper strike. He observed that New York retailers were off 6% for the latest week and said temperatures had been running as much as 30 degrees above the same period a year ago. "You can't take away accepted media and not feel the loss," he said. "We hope radio and tv will help offset loss of newspapers."

Cleveland temperature went into the 70s Tuesday, setting an all-time record and depressing sales of fall-winter merchandise.

Food chains weren't feeling the weather or loss of white space as much as dry goods stores, B•T was told. One important chain executive reminded that people build meals around perishables and will shop for food whether it's hot or cold. Food stores in the city normally start major newspaper advertising Tuesday and Wednesday, earlier in the week than is the case in many cities. Their radio-tv copy last week generally featured perishables, and use of announcements was notably increased.

Higbee Co., second largest store in volume and leading radio-tv user among Cleveland retailers, concentrated on specific merchandise in its broadcast periods. Higbee's added an afternoon quarter-hour to its KYW-TV *Home* window. H. W. Alexander, advertising manager, told B•T that advertising accelerates or decelerates a trend, with people spending money if business is good. He, too, commented on the effect of the warm weather and elections on current sales.

Newspaper Wage Dispute

The strike began Nov. 1 when the Cleveland Newspaper Guild struck the *Press* in a contract dispute over wage raises. The shutdown quickly extended to the *News* and *Plain-Dealer* as other unions entered the scene.

Signs that negotiations might lead to a settlement began to appear Wednesday when union-management conferences lasted over an hour. A longer session was held Thursday, another sign that progress was being made.

May Co., Higbee, Sterling-Linder-Davis, Halle Bros., Baileys, Sears and Federal were among retailers turning to broadcast media. A number of local auto dealers bought more time, with General Motors introducing three cars Friday.

At WGAR, Carl George, general manager, told B•T the station "is aware that radio cannot substitute for a newspaper and WGAR does not intend to attempt any such replacement." He emphasized, however, that the station is offering many special news and advertising services during the strike, including obituaries and recorded letter-to-editor type of interviews. News stations were set up around the city. A special news feature, *WGAR Presents*, with special mu-

How much should a Tape Recorder cost?

$45,000* **The new Ampex Videotape Recorder** at $45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

$1,315* **The Ampex Model 350 studio console recorder** at $1,315, costs less per hour than any other similar recorder you can buy. Year after year it continues to perform within original specifications and inevitably requires fewer adjustments and parts replacements than machines of lesser quality.

$545* **The Ampex Model 601 portable recorder** at $545 gives superb performance inside and outside of the studio. This price buys both the finest portable performance available and the most hours of service per dollar.

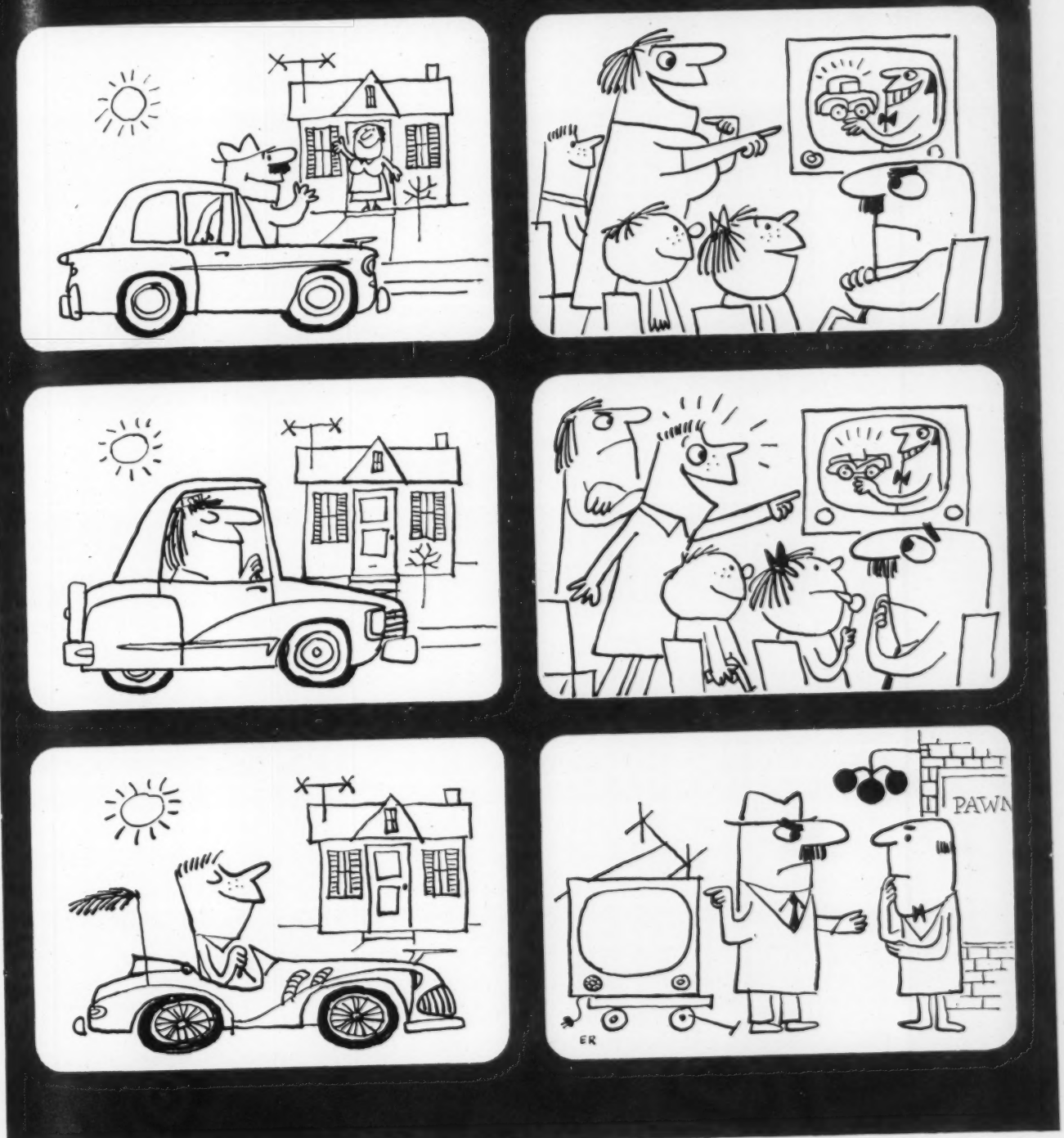
YOU CAN PAY LESS FOR A TAPE RECORDER BUT FOR PROFESSIONAL USE YOU CAN'T AFFORD TO BUY LESS THAN THE BEST

*Net price as of August 1, 1956 and subject to change.

AMPEX CORPORATION

SIGNATURE OF PERFECTION IN MAGNETIC TAPE RECORDERS
934 Charter Street • Redwood City, California

We're moving more motor cars in motorized San Diego!



San Diego County has
342,352 motor vehicles registered*
– that's 113% more than in 1945!

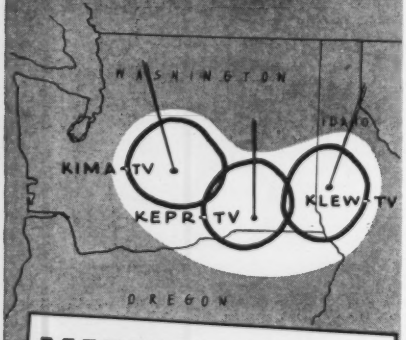
This, in the Nation's 19th Market,
where more people are making more,
spending more and watching
Channel 8 more than ever before.

*State of Calif. Dept. of Motor Vehicle Registrations, Dec. 31, 1955.

KFMB 8 CBS TV
WRATHER-ALVAREZ BROADCASTING, INC.
Represented by Edward Petry & Co., Inc.
SAN DIEGO
America's more market

The
PACIFIC NORTHWEST'S
Largest exclusive coverage

Combine Massachusetts, New Hampshire, Connecticut and Rhode Island and you'll approximate, in area, the tremendous new market created by the KIMA-TV, three-station network. No other single medium in the Northwest delivers a market as large (over 40,000 square miles), as rich, as valuable—as EXCLUSIVE!



MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and its Satellites
KEPR-TV and KLEW-TV
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

sical theme was added. The station was ready to operate 24 hours a day if world news developments warranted.

WERE expanded its am news service and converted WERE-FM into a 24-hour air newspaper that included movie, theatrical, radio-tv, women's and similar features. Bulletin service was supplied public places. Suburban news was brought in direct from news desks of weekly newspapers. All United Nations sessions were broadcast.

WJW-TV added nine daily five-minute news periods and other features. Crowds were drawn to its front-window newspaper board, with still photos and bulletins changed frequently. An AP ticker was installed in Gray Drug Store at Sixth and Euclid. WJW's am service included news features and also carried many additional retailer newscasts and announcements. Shows where listeners phone the station were described as popular, with main topics shifting from routine matters to obits, rentals, cars for sale and community exchange items.

KYW-AM-TV revamped news operations, according to Rolland V. Tooke, vice president of Westinghouse Broadcasting Co. All resources were utilized to keep the public informed. A sound truck roamed around, giving five-minute newscasts, with special permission of the mayor. Headlines were posted in prominent spots. Both stations cancelled commercial shows Nov. 1 to bring UN sessions.

J. Harrison Hartley, WEWS (TV) station director, said the schedule had been overhauled to expand news coverage. Some news was carried every half-hour. A 1½-hour Nov. 4 Sunday feature emphasized stories, cartoons and other types of material handled by newspapers. To meet a demand for program information, WEWS used tapes across the bottom of the screen at suitable spots.

WDOK, WSRS, WHK and WJMO turned over all available time to special news service and provided facilities for retailers.

The newspaper guild started a daily newspaper, *The Reporter*, described as having 100,000 circulation. Its advertising columns in early issues were not widely used by major retailers. This followed the trend during the strike 11 months ago in Detroit, where large stores used radio-tv rather than the guild publication.

Radio Pioneer Billings Dies After Heart Attack

FORD BILLINGS, 60, pioneer in the radio industry, died Nov. 4 in Waterbury, Conn., following a heart attack. He was a prominent figure in the early days of radio, serving with various stations and organizations in the 1920's and 30's.

After 1940, Mr. Billings devoted most of his time to station consultant work in the East and Midwest. He joined Robert S. Keller Inc. (station representative) in 1952 but poor health forced his resignation. For the past few years, he has been engaged in hotel management.

Mr. Billings is survived by a sister, Mrs. Llewellyn Thomas, and a daughter, Mrs. John Saundrys.

Check of KFMB-AM-TV Books Sought by Director Alvarez

MARIA HELEN ALVAREZ, director and 39% owner of KFMB-AM-TV San Diego, Calif., filed suit last week to make station officials show her the books, although a station official said the books were available for her inspection.

Mrs. Alvarez alleged that George Whitney, KFMB-AM-TV vice president and general manager, had refused to let her see the station's records and that the board of directors had not met since last May 4. It was on that date that she terminated her service as vice president of Wrather-Alvarez Broadcasting Co., licensee of the station.

Mr. Whitney denied her charges last Thursday in testimony before the San Diego Superior Court. He said the station had refused to provide her with a special compilation of figures without the consent of other directors but that the books in their entirety were available to her "as always." He said a telegram to that effect had been sent her a week before.

Other stockholders in the station are J. D. Wrather Jr., president and 39% owner, and the Edward Petry Co., station representatives.

Mr. Whitney testified in a hearing after Mrs. Alvarez petitioned the court for a writ of mandate.

Frank King, Rep. Firm Head, To KFWB Sales Managership

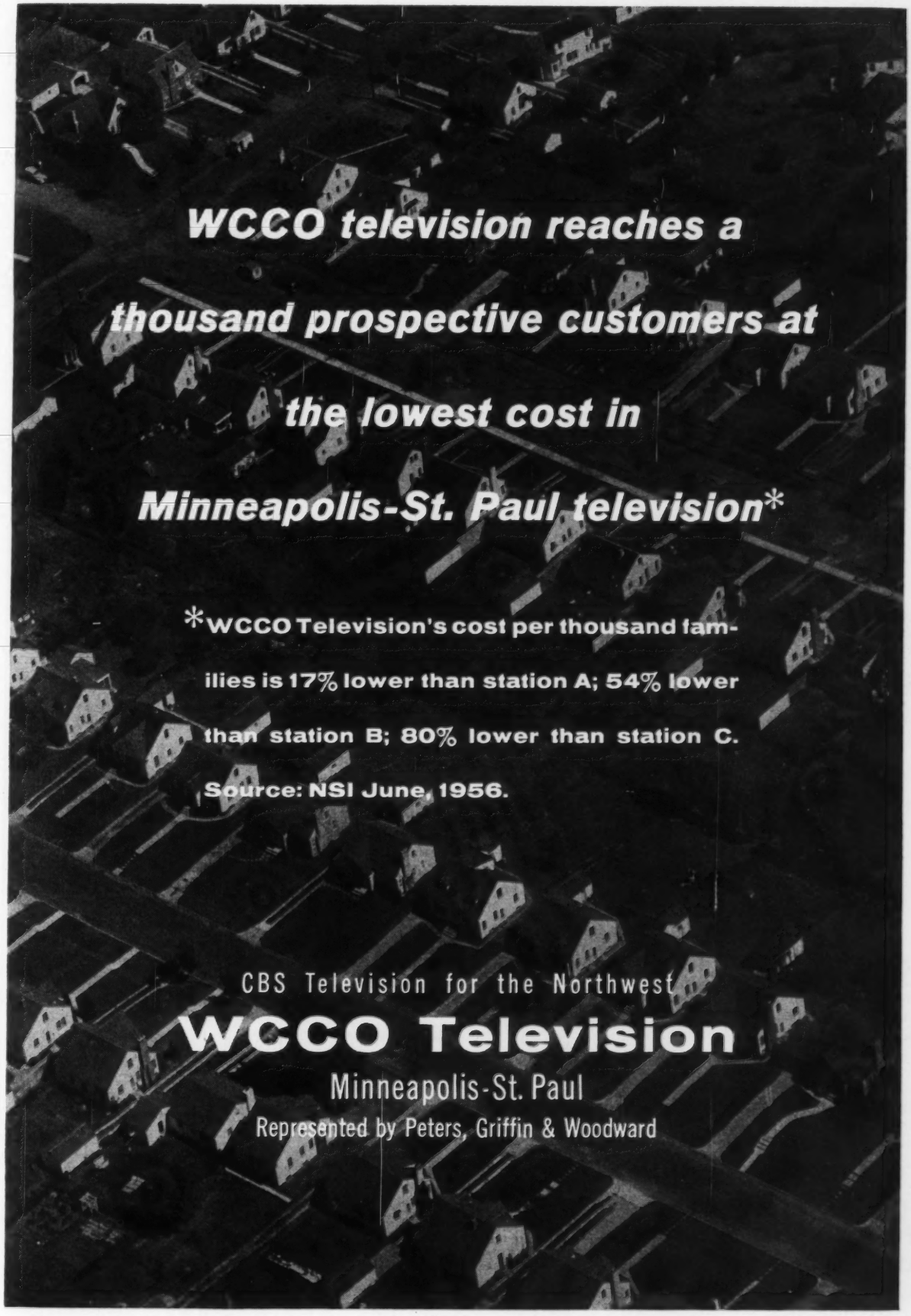
FRANK KING, head of his own West Coast station representative firm, has been appointed general sales manager of Crowell-Collier's newly acquired KFWB Los Angeles, it was announced last week by Acting General Manager Robert M. Purcell. Mr. King assumes his position immediately, succeeding Mort Sidley, resigned.

MR. KING

Mr. King started his broadcasting career in New York in 1934 and one time was general sales manager of KNX and KTTV (TV), both Los Angeles, and general manager of KABC-TV Los Angeles. He retains his ownership of the representation firm, Frank King & Co., which has offices at 3780 West Sixth St., Los Angeles and in the Hearst Bldg., San Francisco. Frank King & Co. Thursday announced that Milton H. Klein has joined the company's Los Angeles office. Mr. Klein formerly was account executive at KABC-TV.

KTMS Joins Don Lee

KTMS Santa Barbara, Calif., owned by the *Santa Barbara News Press*, will join the Don Lee Broadcasting System Dec. 1, replacing KDB there, it was announced last week by Norman Ostby, Don Lee vice president in charge of station relations.


WCCO television reaches a
thousand prospective customers at
the lowest cost in
Minneapolis-St. Paul television*
*WCCO Television's cost per thousand families is 17% lower than station A; 54% lower than station B; 80% lower than station C.
Source: NSI June, 1956.
CBS Television for the Northwest
WCCO Television
Minneapolis-St. Paul
Represented by Peters, Griffin & Woodward

KMBC Broadcasting Co. Appoints New Officers

NEW OFFICERS and directors of the KMBC Broadcasting Co. were announced last week following a meeting of directors of the Cook Paint & Varnish Co. of Kansas City, Mo., owners of KMBC-AM-TV Kansas City and KFRM Concordia, Kan.

MR. DAVIS

Lathrop G. Backstrom, president of the Cook company, was elected chairman of the board of the broadcasting corporation, a wholly-owned Cook subsidiary, succeeding Robert B. Caldwell, who died Sept. 3.

Donald D. Davis was named president and John T. Schilling executive vice president. George J. Higgins was elected vice president in charge of regional and national spot sales for radio and tv; John F. Cash, of the Cook organization, was elected vice president and treasurer of the broadcasting company. M. D. Blackwell, of the law firm of Caldwell, Garrity, Eastin, Blackwell & Oliver, was elected secretary and also to the board of directors.

MR. HIGGINS

MR. SCHILLING

Staff appointments by the KMBC Broadcasting Co. include Mori Greiner, as manager of KMBC-TV; Dick Smith, manager of KMBC and KFRM; Ed Dennis, local tv sales manager, and Glen Augspurger, local radio sales manager Henry Goldenberg continues as chief engineer.

Mr. Schilling and Mr. Goldenberg have been associated with the broadcasting company and its predecessor radio station since 1922. Mr. Davis joined the Cook radio organization in 1931, after having previously handled Cook advertising as an agency account executive. Mr. Higgins came to KMBC in 1950.

WBEC Duluth Studios Burn; KDAL Help Offer Accepted

IN a friendly "hands-across-the-street" gesture, KDAL Duluth came to the assistance of a rival, WBEC Duluth, on Nov. 2 after fire swept the building in which WBEC was located. KDAL offered WBEC the space from which KDAL customarily originates its remote programs and WBEC went on the air with a loss of only 10 minutes of broadcasting.

Bob Detmann, vice president and chief engineer of KDAL, set the wheels in motion for the assistance plan. He saw WBEC staff members hauling equipment from the burning building and telephoned KDAL President Dalton LeMasurier. They agreed to make the offer to WBEC and the latter station accepted. Engineers made the connection to WBEC's transmitter from KDAL's studios and the station was back on the air.

Funk Sale of KDAY to McCaw For $650,000 Is Confirmed

PAPERS completing the sale of KDAY Santa Monica, Calif., for $650,000 to broadcaster J. Elroy McCaw were signed in Los Angeles Thursday [CLOSED CIRCUIT, Oct. 22]. KDAY was acquired from J. D. Funk, publisher of the daily *Outlook*.

KDAY, following FCC approval, will transfer to Gotham Broadcasting Co., licensee of WINS New York. Gotham is owned 75% by Mr. McCaw and 25% by Jack Keating. Other stations in the McCaw-Keating group are KTVR (TV) Denver (50%), KYA San Francisco and KONA-TV Honolulu (50%). Mr. McCaw owns KTVW (TV) Seattle, and has just sold his 100% interest in KORC Mineral Wells, Tex., and his 33⅓% interest in KLOQ Yakima, Wash.

George A. Baron is to continue as vice president and general manager of KDAY, it was announced following the signing by Mr. McCaw. KDAY operates on 1580 kc with 10 kw daytime but is rushing construction of new 50 kw facilities newly approved by the Commission to assure full coverage of the greater Los Angeles market. KDAY, which converted from foreign-language to a "modern" music-news format last August, has pending an application for full time operation. The sale was negotiated by Arthur Hogan through Albert Zugsmith Co., Los Angeles.

WBZ-TV Offers New Tower Facilities to Other Vhfs

WBZ-TV Boston has set a target date of Jan. 1 for the completion of its new 1200 ft. tower (1349 ft. above sea level), which Donald H. McGannon, president of parent Westinghouse Broadcasting Co., said would be "available to all the vhf stations in the Boston area."

The tower is being fabricated by Ideco-Dresser Co., Columbus, Ohio, and will be topped by a custom-built RCA 6-bay superstile antenna. Construction is under the supervision of W. H. Hauser, WBZ-AM-TV chief engineer. Hurricane Carol destroyed the previous WBZ-TV tower Aug. 31, 1954, and the station has been operating with temporary facilities since then.

In announcing that the tower would be available to other area stations, Mr. McGannon cited FCC and Civil Aeronautics Authority recommendations for "antenna farms" to lessen the hazard to air traffic.

Separate Program Managers Named at WMAQ-WNBQ (TV)

APPOINTMENT of separate program managers for NBC owned radio and tv properties in Chicago has been announced by Jules Herbuveaux, network vice president and general manager of WMAQ and WNBQ (TV) that city.

Robert Dressler, former producer-director of WNBQ's, *Adults Only*, was appointed program manager of that station and Richard Johnson was promoted from production manager of WMAQ-WNBQ to program manager of WMAQ.

MR. JOHNSON

MR. DRESSLER

In their newly-created posts, Messrs. Dressler and Johnson will report to Harry Trigg, programming director of the radio-tv stations, according to Mr. Herbuveaux. Mr. Trigg assumed his position two months ago [B•T, Sept. 10].

Ekberg KFYR-AM-TV Pres.; Fitzsimonds Resigns Stations

F. E. FITZSIMONDS has resigned as executive vice president of the Meyer Broadcasting Co. (KFYR-AM-TV Bismarck, N. D.) and William A. Ekberg has been named president, succeeding Mrs. P. J. Meyer, widow of the company's founder.

The actions were announced following a meeting of the company's board of directors in Bismarck a fortnight ago.

Mr. Fitzsimonds, who also announced that he had disposed of his interest in the company, said that he had no announcement to make at this time concerning future plans.

Mr. Ekberg has been serving as general manager of the stations since December of last year. Previous to that, Mr. Fitzsimonds was vice president and general manager.

Other officers elected at the directors' meeting were Gordon V. Cox, secretary, and Mrs. William A. Ekberg, treasurer.

Louis W. Schine Dies

LOUIS WILLIAM SCHINE, 63, secretary-treasurer of Schine Enterprises and an officer of the Patroon Broadcasting Corp (WPTR Albany, N. Y.), died Tuesday in Harkness Pavillion, Columbia Presbyterian Medical Center, New York. Mr. Schine who, with his older brother, J. Myer Schine, founded a chain of hotels, movie houses and other entertainment interests, is survived by his wife, the former Martha Rubin; a son, Donald; a daughter, Mrs. Ross Higier; five grandchildren and his brother.

CAN'T HELP LOVIN' THOSE RATINGS*!

PATTI PAGE SHOW

BOSTON 30.4	**MILWAUKEE** 28.0	**SEATTLE** 25.3
ST. LOUIS 23.4	**SAN DIEGO** 23.1	**JACKSONVILLE** 24.5

*N. S. I. – A. R. B.

FOR AVAILABILITIES ON THESE 78 TERRIFIC MUSICAL ¼ HOURS WITH PATTI PAGE, THE "PAGE 5" SINGERS AND JACK RAEL'S 18 PC. ORCHESTRA

call your nearest SCREEN GEMS sales office

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

WOR-TV STANDBY TOWER HIT BY PLANE; SIX KILLED

Twin-engine aircraft strikes 50 ft. below top of 760-ft. unused facility in North Bergen, N. J., hits apartment.

A twin-engine private plane crashed into the 760-foot standby tower of WOR-TV New York early Thursday afternoon and then plunged into a nearby apartment house. Six persons were killed.

The tower, unused since WOR-TV transmitting facilities were moved to the Empire State Building in October 1953, was lighted by automatic devices and in accordance with Civil Aeronautics Administration requirements, according to station spokesmen. The plane struck 50 feet from the top, CAA reports indicated.

John B. Poor, vice president of RKO Teleradio Pictures Inc., licensee of the WOR station, said "the company deeply regrets that its tower was involved in this accident," and pointed out: "The tower was erected in October 1949. It was placed on a standby basis as an emergency tv transmitting facility in October 1953 when WOR-TV transmission went into operation at the Empire State Building. Since its construction the tower has been lighted by WOR on the recommendation and according to the specifications of the CAA."

The plane apparently was lost in a heavy overcast that lay over the New York area at the time. It was reported unofficially to be registered in the name of Gaseteria Inc. of Indianapolis Co. and carried the name "Bonded Gas & Oil Co." on its side. Commercial planes were operating at the time.

Although damage to the tower was first reported to be relatively slight, a crew of riggers was put to work Friday morning to dismantle the top 75 feet. This followed a move by officials of North Bergen, N. J., where the tower is located, to evacuate some 2,500 persons from their homes in a 15-block area around the structure Thursday night as a precaution against the possibility it had been damaged enough to cause toppling. The dismantling of the upper structure was slated for completion by about noon Friday. Whether the 50-foot mast which stood atop the 760-foot tower would be mounted from a new platform on the shortened structure was not ascertained immediately.

Original cost of the tower was placed at $2.5 million.

Reconstructing the crash, a station spokesman said a watchman stationed on the tower premises heard a noise about 12:51 p.m. Thursday and climbed up to an observation platform at the 550-foot level, could see no damage and did not see the plane. The apartment building into which the aircraft fell was located six blocks away.

The tower was the subject of a court fight a year or so ago when North Bergen residents sought to have it removed as a hazard, particulary in icy wintry weather. WOR-TV replied that its construction had been approved by all the proper authorities, including the North Bergen zoning officials, and the court upheld the station.

This is the seventh tragedy since 1950 involving an airplane colliding with a broadcast tower. There was one in 1950, when a plane rammed the 204 ft. tower of KWAK Stuttgart, Ark.; two in 1951 when one aircraft struck the 280 ft. tower of KSDN Aberdeen, S. D., and another struck the 375 ft. tower of KXLA Pasadena, Calif.; and three in 1953, when a plane struck the 1,036 ft. structure of WHUM-TV Reading, Pa.; an aircraft hit the 370 ft. tower of WPTR Albany, N. Y., and a plane crashed into the 538 ft. tower of WBCK-TV Battle Creek, Mich. During that time there were also three airplane-tower collisions involving power company structures.

The New Jersey accident occurred the same week that comments were due on an FCC proposal which would require tv applicants to justify antenna locations away from established antenna "farms" or in areas of high structures (see story page 66).

W. B. Pape Gets New Post With WALA-TV Parent Firm

W. B. PAPE, general manager of WALA-TV Mobile, Ala., has been elected to vice president and general manager of the parent firm, Pape Television Inc. Mr. Pape formerly held the title of national sales manager and has been with the station 10 years. He also will continue as general manager of the tv station.

MR. PAPE

He replaces H. K. Martin, who died suddenly last summer, as vice president. Mr. Pape is the nephew of W. O. Pape, president of Pape Television Inc.

WCKY Elects New Directors

TWO NEW DIRECTORS for WCKY Cincinnati were elected last week at a stockholders meeting of L. B. Wilson Inc., operator of the station. They are Fred A. Dowd, president of the First National Bank of Cincinnati, and John H. Clippenger of the law firm of Taft, Stettinius & Hollister.

C. H. Topmiller was re-elected president-general manager; Thomas A. Welstead, vice president, and Jeanette Heinz, secretary-treasurer. Essie Rupp was named assistant secretary-treasurer.

WTMJ-TV Increases Color

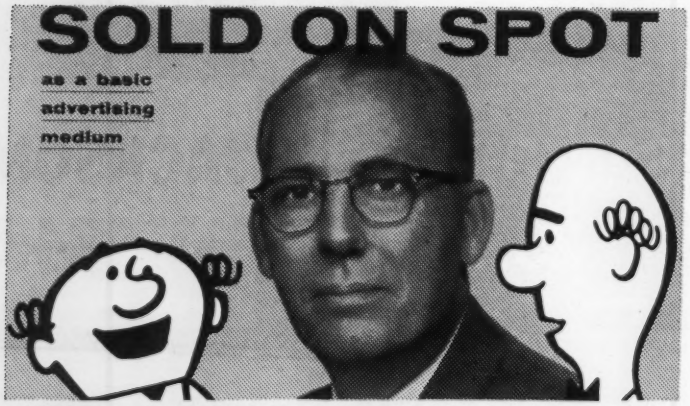
WTMJ-TV Milwaukee a fortnight ago launched an expanded schedule of color tv programming, averaging 15 hours weekly of live local programs plus network programs and local color film segments.

Chief color block is 11 a.m.-6:30 p.m., with all local live fare in color tv and containing a four-hour period when virtually every program is colorcast.

Advertisers aiming to establish a strong new product personality are

SOLD ON SPOT

as a basic advertising medium



HENRY J. MUESSEN, President and Chairman of the Board of Piel Bros., puts it this way: "There's no doubt that Bert and Harry sold themselves. However, without Spot's flexibility and great cumulative audiences, they never would have made the grade so fast. They are established salesmen and stars in their own right, thanks to Y&R and Spot Radio and Television."

NBC SPOT SALES

IT'S FIRST

So Get The BIG Station

WFBL

SYRACUSE, N. Y.

That's right . . . FIRST!

morning . . . afternoon . . . night

WFBL local selling personalities hold the biggest audience; have demonstrated real sales power; and serve the fastest growing market in the East.

Look at the rating:

HOOPER RADIO AUDIENCE INDEX

September-October 1956 — **Syracuse, New York**

Share of Radio Audience

	WFBL	B	C	D	E
Mon. Thru Sat. 8 a.m. - 12 noon	**29.2**	26.8	15.7	15.3	12.1
Mon. Thru Sat. 12 noon - 6 p.m.	**29.5**	22.2	15.5	24.4	7.8
Mon. Thru Sat. 6 p.m. - 10:30 p.m.	**29.8**	13.7	19.4	28.4	6.1

Representatives: Peters, Griffin, Woodward, Inc.

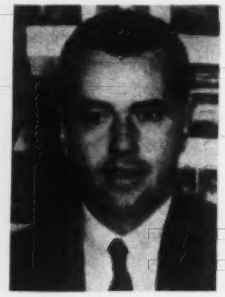
One of the Founders Corporation's Group of Stations: Associated with KPOA and the Inter-Island network, Honolulu; WTAC, Flint, Mich.; and KTVR, Channel 2, Denver.

WFBL

SYRACUSE, N.Y.

Pearson Names Percival San Francisco Manager

APPOINTMENT of Martin H. Percival, account executive, NBC Spot sales, San Francisco, as general manager of the John E. Pearson Co. office in San Francisco was announced last week by John E. Pearson, president.



MR. PERCIVAL

Mr. Percival previously had been in timebuying and account executive capacities with Sullivan, Stauffer, Colwell & Bayles; Grey Adv., and McCann-Erickson, all New York. Tim Timothy will continue as supervisor of Pearson's west coast operations, headquartering in San Francisco.

Marshall Field III Dies After Operation in N. Y.

MARSHALL FIELD III, 63, president of Field Enterprises Inc. and former radio station owner and publisher, died after a brain operation in New York Thursday.

Mr. Field, Chicago multi-millionaire and founder of the *Chicago Sun-Times,* was director and principal stockholder in Field Enterprises. which at one time operated WSAI Cincinnati, KJR Seattle, KOIN Portland and WJJD Chicago. He died in a New York hospital which he had entered Oct. 21.

Mr. Field, as head of Field Enterprises, disposed of the last of his am radio properties in 1953 with sale of WJJD to Plough Inc, for an estimated $900,000 [B•T, Aug. 10, 1953] retaining WFMF, its fm outlet, now operated by Functional Music Inc.

He founded the *Chicago Sun* in 1941 and combined it with the *Times* in 1947, surrendering the post of editor-publisher to his son, Marshall Field Jr. in 1950. He also was a co-founder of New York's old *PM* and established the Field Foundation.

Petry Girls Go to School

EDWARD PETRY & Co., New York, has organized a school of radio-tv procedure for its secretaries to equip them for "their roles as virtual assistants to salesmen in handling, development and acquisition of business."

As outlined last week by Lee Redfield, manager of Petry's special services department, the 21-day program is as follows: The first day is devoted to an introduction to the company, its policies and telephone procedure. The next five days are spent on learning marketing and facilities data on all Petry-represented stations. The following five days are spent in the research department for a basic understanding and evaluation of ratings. The last 10 days are devoted to learning office procedure and how business is handled and developed.

WYZE Goes for $125,000

SALE of WYZE Atlanta, Ga., for $125,000 was announced last week. Contingent on FCC approval, Greater South Broadcasting Co., made up of Paul Whitcraft and associates, will sell the 1480 kc, 5 kw daytime station to Henry Lanham, former part-owner of WTAM Decatur, Ga.; George C. Nicholson and Chester Jones, owners of WAUG Augusta, Ga.; Roy V. Harris, Augusta attorney, and Bill MacRae, Atlanta representative for Clarke-Brown Co. and H-R Representatives. WYZE is independent. Paul H. Chapman Co., broker firm, negotiated the sale.

REPRESENTATIVE APPOINTMENTS

KLIF Dallas, Tex., appoints John Blair Co. Dallas, Tex., exclusive national sales representative.

WMFD-TV Wilmington, N. C., appoints Wagner-Smith Assoc., N. Y., and James S. Ayers Co., Atlanta, Ga., as national representatives.

WADS Ansonia, Conn., appoints Walker Representation Co.

STATION PEOPLE

John Campbell, former merchandising director, KABC-TV Hollywood, rejoins staff as account executive. **Martin Hoag** named assistant merchandising director.

Merrill Rawson, Portland, Ore., station representative, to KEX, same city, as account executive.

James S. Spight, account executive, KSTN Stockton, Calif., to KGDM, same city, as general sales manager.

Randy Rainwater, formerly with Noe-Mac Bcstg. group, appointed local sales manager for WMGY Montgomery, Ala. **Chuck Elliott,** WMGY disc jockey, to promotion manager and **Bob Clark** to program director.

Russ Coglin, KROW Powell, Wyo., appointed sales manager.

Joseph Dowling, sales promotion director, WTOP-TV Washington, D. C., to WHCT Hartford, Conn., as sales promotion manager.

Russell Furse, operations director for both KSBW-TV Salinas-Monterey and KVEC-TV San Luis Obispo, both Calif., resigned. **Gary Ferlisi,** studio supervisor at KSBW-TV, named operations director; **Fred Beck** appointed manager and operations supervisor of KVEC-AM-TV.

Al Browdy, KCOP (TV) Los Angeles, promoted to chief engineer succeeding **Marvin Wentworth,** resigned.

Gene Brook, sales-service director-production manager, WBEN Buffalo, N. Y., to program manager.

John T. Baker, sales promotion manager, WPAY Portsmouth, Ohio, appointed program director.

Pat Williams, KRBB-TV El Dorado, Ark., to promotion manager.

Survey of TV Com'ls

With the support of the General Federation of Women's Clubs and other civic and social agencies around the country, the National Audience Board is beginning a survey of tv commercials. Unusual factor is that the organization, normally concerned with "good taste" in tv offerings, is as much interested in sales impact of the commercials reviewed.

Survey, in the form of questionnaires, to be distributed by CFWC and some 36 other groups in at least 64 cities, will cover commercials of network, national spot and local origin during the week from Nov. 26 through Dec. 2.

Reprinted from Weekly Variety, Wednesday, Oct. 24, 1956

NIELSEN CONFIRMS KCMC-TV AREA DOMINANCE

1. KCMC-TV registers coverage in **32** counties in **4** states

2. KCMC-TV has **monthly** circulation **96%** or higher in 23 counties!

3. KCMC-TV has **weekly** circulation **90%** or higher in 23 counties!

4. KCMC-TV has **daily** circulation **70%** or higher in 23 counties!

The 32-county area contains 197,000 homes with 88,450 TV homes—not including the home county of any other TV station

The Powerhouse of the Southwest

KCMC-TV

CBS abc

Walter M. Windsor
General Manager

CHANNEL 6
Texarkana, Texas–Arkansas
MAXIMUM POWER—100,000 WATTS
Represented by Venard, Rintoul & McConnell, Inc.

Richard M. Peters
Dir. Natl. Sales & Promo.

STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America ... a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

RADIO-TV, WITH ASSIST OF MACHINES, SPEED ELECTION RETURNS OVER NATION

Three tv and four radio chains put over 680 staffers on task of keeping up with and putting out rapid tabulations.

THE radio and tv networks brought the minute-by-minute story of President Eisenhower's landslide re-election last week to the nation with efficiency and machine-like accuracy.

Because of the early hour that the Eisenhower landslide was both visible and audible to the nation, Trendex figures on network viewing (i.e. sets in use) understandably fell off as the evening wore on, although the share of audience maintained a steady level. The Trendex report released the day after the election covered the period from 8:30-11 p.m. EST. The Trendex tv figures follow:

	Sets in Use	Rating	Share
8:30-9 p.m. (ABC and CBS)	65.2%	40.8	62.6
9-9:30 (all three networks)	63.4	55.2	87.0
9:30-10 " " "	61.6	53.3	86.4
10-10:30 " " "	60.8	52.1	85.8
10:30-11 " " "	54.7	47.7	87.4

A total of seven hours of commercial time was pre-empted on the tv networks: ABC-TV, 1½ hours; CBS-TV, 2½ hours, and NBC-TV, 3 hours. On radio, the national networks had a total of 2 hours 55 minutes of commercial time pre-empted (1 hour 45 minutes on CBS Radio; 1 hour 5 minutes on Mutual and five minutes on ABC Radio). In addition, a half-hour of co-op *(It's Polka Time)* on ABC-TV was pre-empted. On NBC Radio, 45 minutes of commercial time on the Pacific Coast regional hookup was pre-empted.

Scores of radio and tv stations across the country reported full accounts of election activities to B•T. Many began by peppering the air with get-out-the-vote public service announcements and promotion before election day. On election night affiliates cut into network coverage on the hour or half-hour to bring local and state results. Stations brought out full manpower forces and equipment to gather voting results quickly and transmit them to audiences. Some of the stations had special electronic and other equipment like that used by networks.

Across the country, stations tied in their coverage with that of local newspapers and with stations in other cities to round up quick balloting results. Stations had remote crews at candidates' homes, for interviews with both winning and losing candidates, and at campaign headquarters. Many had special commentators and election analysts. Some outlets ran their own polls on the outcome, before and during the election coverage.

Highlights for each network:

CBS

CBS-TV, which carried election returns 8:30 p.m.-4 a.m. EST under the sponsorship of Westinghouse Electric Corp., claimed its audience coverage was almost twice as large as that of any other television network. It based this claim on Trendex figures during the 9-11 p.m. period when all networks were rated competitively. Trendex, according to CBS-TV, credited that network with a 25.3, NBC-TV with a 13.8 and ABC-TV 13.1.

CBS News' coverage on both television and radio was handled by a team of nearly 300 reporting, technical and producing personnel, with Walter Cronkite as anchor man on tv and Robert Trout in a similar role on radio. Sig Mickelson, CBS vice president in charges of news and public affairs, directed overall operation.

CBS reported two innovations this year in its coverage. It set up a special network of observers in 38 key states, who provided latest vote totals and trends by direct wire communication (instead of relying upon wire service reports). The second change was the setting up of a special 10-man desk that processed teletype reports of changing state totals through seven separate operations in 70 seconds.

Univac, Remington Rand's high-speed computer, predicted by 8 p.m. that President Eisenhower would be elected with a popular majority of 7,314,000 votes.

A feature of CBS Radio's coverage was the setting up of a "war desk," manned by Ned Calmer, which kept listeners informed of developments in the Middle East crisis and the struggle in Hungary. Edward R. Murrow, in a telephone report from Tel Aviv, described latest conditions in the Middle East on both radio and television.

NBC

Returns on NBC-TV and NBC Radio started at 9 p.m. and 8:30 p.m., respectively, and continued through 4 a.m., under the sponsorship of Oldsmobile Div. of General Motors, Sunbeam Corp. and RCA.

More than 300 NBC employes were assigned to election night operations. William R. McAndrew, director of NBC News, had overall coverage responsibility. Anchor men on NBC-TV were Chet Huntley, David Brinkley and Bill Henry; on NBC Radio the role was filled by Merrill Mueller.

NBC arranged a special transcontinental electronic network, developed with the cooperation of International Business Machines Teleregister Corp., and AT&T. As election data from each of the 48 states was assembled, it was translated on IBM cards which flashed the reports to a battery of IBM computer-analyzers in NBC's New York election central in Radio City. The results then were announced with the visual aid of a 50-foot bank of Teleregister tally boards, which automatically updated the IBM-computed totals continuously, and a 75-foot electronic map of the U. S.

NBC-TV on occasions utilized the four- and five-way split screens.

ABC

ABC-TV and ABC Radio commenced coverage at 8:30 p.m. EST and signed off the next morning at 4. Sponsor was the Buick Div. of General Motors Corp.

John Daly, vice president in charge of news, special events, public affairs and sports, headed a staff of 300 assigned to

WBKB IS CHICAGO

Channel **7** **WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"A NOVEMBER NIGHT IN CHICAGO"

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago—Photography: Hedrich-Blessing

election night activity. Mr. Daly served as anchor man for the networks, assisted by Quincy Howe, who offered spot analyses of the returns.

ABC utilized the Underwood Corp.'s Elecom 125 computing device. Political analyst Louis Bean, who headed the research team that fed statistics into Elecom, stated that the machine had made its prediction of an overwhelming Eisenhower triumph by 8:05 p.m. ABC also used a special team of *Collier's* magazine researchers, headed by Louis Harris, to spot trends throughout the evening from the results in 54 historically key voting areas across the country.

MBS

Mutual's coverage, which ran from 8 p.m. through 3 p.m., under the sponsorship of the Kohler Co. (plumbing equipment), Kohler, Wis., was keyed to reaction overseas of developments in the election plus gubernatorial and congressional contests that promised to be close.

This broadcast pattern was decided upon by Brad Simpson, assistant to the president, and John D. Whitmore, MBS executive producer in charge of news and special events, who directed a staff of 80. Mutual previously had made plans to emphasize overseas reaction in its broadcasts and, according to a spokesman, felt by mid-afternoon on election day that there would be an Eisenhower "landslide" but "dog-fight battles" in Congress and gubernatorial posts. Accordingly, the network revised its plans to place greater emphasis on those races.

Mutual reported 227 switches to centers throughout the U. S. plus London and Paris during its seven-hour coverage. Reports abroad were provided by Mutual reporters and by correspondents of *Newsweek* magazine. Early Wednesday morning Mutual carried a short-waved reaction report from Israel by special correspondent Ben Feller.

Westinghouse Broadcasting Co. had a tie-in with WNYC New York, which is municipally owned. Lines linked WNYC with WBC's outlets in Boston, Cleveland, Pittsburgh, Fort Wayne, San Francisco and Portland, Ore., for a "free interchange of bulletins" among the stations.

Thirteen radio stations operated a private cross-country reporting service Tuesday night, feeding each other reports that were beeped on the air. Some of the stations claimed they were able to keep well ahead of networks in forecasting trends and analyzing local developments.

Participating stations were WWDC Washington, WNEW New York, WHDH Boston, WIND Chicago, WIBG Philadelphia, WERE Cleveland, WJBK Detroit, WINN Louisville, WIBC Indianapolis, WDGY Minneapolis, KYA San Francisco, KOL Seattle, and KMPC Los Angeles.

WPEN Philadelphia had a bit of extra excitement election night when fire broke out in the engine room just as first bulletins were being broadcast. Smoke filled the first floor of the station, with Jules Rind, manning the anchor desk, pumping a hand fire extinguisher between fast-breaking stories. The blaze was put out and election reporting went on as usual.

RADIO-VIDEO SCORE 'LANDSLIDE,' TOO

Head of American Heritage Foundation cites near record vote 'as a tribute to the power and responsibility of the great radio and television industry.'

LAST WEEK'S ELECTION was a "landslide success" for radio-tv's effort to help get out the vote, as well as for President Eisenhower.

As expressed by John C. Cornelius, president of the American Heritage Foundation, which co-sponsored with the Advertising Council this year's register and vote drive:

"The near record vote on Nov. 6 is a tribute to the power and responsibility of the great radio and television industry who so persuasively dramatized the duty and privilege of voting as the highest mark of citizenship. May I congratulate all of you for your public spirited accomplishment in reminding our fellow citizens to exercise their priceless heritage in taking advantage of the secret ballot afforded in a free election."

Mr. Cornelius, before his retirement last year from BBDO, was executive vice president of the agency, handling midwestern and western operations.

In the previous presidential election of 1952, the vote hit an all-time high of about 61.6 billion. The estimate this year was approximately 60 million, in comparison with 48 million in 1948. While this year's turnout did not equal that of four years ago, the fact that nation-wide apathy existed only last spring and little excitement or interest was noted around convention time in August, the sheer number of votes last Tuesday was greeted with delight by the foundation.

Activates Would-Be Voters

As noted by Brendan Byrne, associate director of the foundation, it was radio-tv's power in "converting the millions of potentials into actual votes" that must be acknowledged. He said he was happy to convey this acknowledgement of a "tremendous debt that the country owes to radio and television" for the media's efforts in making "bleacher citizens into participating (and voting) citizens."

Mr. Byrne cited radio-tv's coverage in spot announcements on radio, films and tie-ins, as well as "full shows" in pointing up the citizen's right and duty in voting. "It was a tremendous accomplishment," he continued, "and to the radio and tv industry may I say: 'Thank you. Well done'."

Don Newman, director of radio-tv, Vernon Pope public relations organization, New York, public relations counsel for the foundation, said his "conservative" estimate would be the use of a minimum $10 million worth of national radio and tv time devoted to the campaign this year (spots and participations) alone. Mr. Newman called the radio-tv support "truly magnificent," citing cooperation from producers, directors, writers and radio-tv personalities with whom he came in contact.

"During the last four days of the campaign alone," he reported, "more than 80 network radio and tv shows urged listeners and viewers to go to the polls and vote." He said there was no doubt that this was "a vital contributing factor in effecting a large turnout at the polls."

After the election, Mr. Cornelius sent the following wire to a long list of radio-tv personalities:

"Inspiring turnout at the polls is a tribute to the wonderful help the entire communications industry and you particularly gave to the non-partisan 'register-inform yourself-vote' movement."

The Advertising Council, via its volunteer agency, Leo Burnett Co., Chicago, shipped one-minute radio and tv spots to all stations for the register-and-vote campaign.

The Vernon Pope firm worked closely with radio and tv networks, program personalities and stars. Top efforts along this line noted by Mr. Byrne were the *Lassie* program of Nov. 4 on CBS-TV, which was based on the voting theme, and the *You Are There* program on the same day and same network, which treated the story of Susan B. Anthony.

Nearly 150 organizations—NARTB among them—actively worked with the foundation and the council in this year's campaign. Gen. Walter Bedell Smith, member of RCA and NBC boards, is chairman of the foundation. Last July, Mr. Cornelius noted that radio-tv broadcasters sparked a "test registration" drive in Davenport, Iowa, in late May that added nearly 2,300 newly-registered persons.

For the first time, the foundation was able to insert special appeals in broadcasts during the Democratic and Republican conventions last August. The registration campaign was concentrated in the August-October period; the vote drive from October up to election time.

FCC RULES DEMOCRAT BID FOR EQUAL TIME INVALID

Four days after Stevenson broadcast Commission says networks were not obliged to accede to demand.

ENGULFED in the avalanche of balloting and election returns Tuesday was the windup of an equal time issue that started the week before when President Eisenhower spoke on all networks Oct. 31 on the Middle East situation [B•T, Nov. 5].

After that talk, Adlai Stevenson asked for equal time from all networks to render his opinion on the crisis. When the networks were unable to obtain a ruling from the FCC in time to guide their decision, each of them granted Mr. Stevenson the time for a broadcast Thursday.

But on Monday this week the Commission told the networks that they had not been obliged to give the time. Because of the decision, CBS and MBS offered Mr. Eisenhower further time on Monday night, but he declined. ABC reported that it had declined to give additional time to the GOP when National Committee Chairman Leon-

ard Hall requested it after Mr. Stevenson was granted facilities. Since Mr. Hall did not renew his request following the FCC decision, ABC did not feel it necessary to offer it.

In last week's ruling, the Commission was split three ways. Republican Comrs. George C. McConnaughey, John C. Doerfer and Robert E. Lee, and Democratic Comr. T. A. M. Craven constituted the majority. Democratic Comrs. Robert T. Bartley and Richard A. Mack maintained the position which the Commission took in its first response—that the question was too involved and complicated to be answered immediately. Republican Comr. Rosel H. Hyde also iterated his previous position—that Sec. 315 of the Communications Act made no distinction between a candidate speaking as a candidate or as a public official.

The FCC's telegram to all networks declared, after reviewing its earlier response: "The majority has now after further examination of this problem reached a conclusion that we do not believe that when Congress enacted Sec. 315 it intended to grant equal time to all presidential candidates when the President uses the air lanes in reporting to the nation on an international crisis." Comr. Lee was ill when the Commission issued its first answer to the network's plea for a ruling following Mr. Stevenson's request for equal time [B•T, Nov. 5].

James A. Finnegan, Mr. Stevenson's campaign manager, charged that last Monday's ruling was a "political" ruling and that the Democrats would ask the appropriate committee of Congress to investigate the Commission's action in this matter.

Private Citizen Tries Tv To Sell Stevenson Ticket

PROBABLY the only full-length political telecast not paid for during the late campaign by any one party or political organization, but by an individual voter, was seen on WABD (TV) New York election eve, at 12:30-1:30 a.m. EST. The voter: S. Richard Stern, president of S. R. Stern Labs (Duets dietetic cookies), New York, a registered Republican and in 1952, an Ike booster, who went on the air simply as "Dick Stern, private citizen." This time, however, Mr. Stern "wasn't going to make the same mistake twice." He was for Adlai E. Stevenson, Democratic aspirant—"all the way."

Mr. Stern told B•T that as a disenchanted Republican, he joined the Volunteers for Stevenson-Kefauver in New York, first "licking the proverbial envelopes," later hopping from street corner to street corner, soapbox in hand, spreading the Stevenson gospel. Finding too many of his listeners "woefully uninformed about the issues at stake," Mr. Stern then decided to buy tv time through his firm's agency Carlos Franco Assoc., New York. He contracted for an hour of post-midnight time (cost: $1,280) on WABD (TV) New York on Nov. 5, going on the air armed only with his voice, an American Flag, a soapbox and a poster-size picture of Mr. Stevenson.

By the end of the week, the newcomer to tv said he had been "besieged by a lot of people who wanted to sponsor 'Dick Stern, private citizen' talking on any subject." He also had received more than half his money back in voluntary donations by Thursday, the station reported.

Ted Cott, vice president of DuMont Broadcasting Co. and general manager of WABD (TV), told B•T that the station "has the matter [of a show by Stern] under advisement," but to date, no prospective advertiser had been identified.

Tv Was Deciding Factor In Campaign, Says Coyle

DID TELEVISION turn the trick in last week's presidential election?

The answer is "yes," according to William E. Coyle, director of public relations, promotion and advertising for WRC-AM-FM Washington, who gave his reasons in a talk last Wednesday before the Washington Chapter of the American Public Relations Assn.

The GOP used tv more effectively throughout the campaign, said Mr. Coyle.

"It was announced early that President Eisenhower would concentrate on television, whereas Mr. Stevenson began his barnstorming tours early, forcing him into the position of rebuttal by Mr. Eisenhower—a bad tactical position," he declared.

"Mr. Nixon didn't want to go on tv until he had a definite format, and when he finally did go on, everybody agreed his format was outstanding."

All four major candidates, however, used television as "any well-planned advertising campaign," Mr. Coyle said.

"Years ago, political techniques made stumping the country important," he added. "Tv has brought a rebirth of the personal approach of candidates. There is less and less straight party voting; people split the ticket because they know candidates better. Tv—and radio—are responsible."

A CONTRACT covering the entire local election returns last week on KPIX (TV) San Francisco is signed by Jozo Sugihara, president of Pacific Trading Co., U. S. sales agent for Kikko Man seasoning. With him are (l) Dick Guggenheim, of D'Evelyn-Guggenheim agency, and Harry Diner, KPIX account executive. The sponsorship consisted of 12 five-minute segments from 6 p.m. to midnight.

WGAR Cleveland Signs For 'Krickcast' Reports

WGAR Cleveland, Ohio, last week joined more than 95 radio and tv stations who broadcast daily reports on the weather furnished by Irving P. Krick Assoc. of Denver.

The *Krickcasts*, which originate from studios in the Krick Denver laboratories, are heard on individual stations from Ohio westward as well as on CBS and Intermountain-Mutual networks in the Rocky Mountains and the west coast regions. Each broadcast is specifically tailored to the region or city to be covered. In addition to currrent weather reports and forecasts, the *Krickcasts* feature weather lore and forecasts for long periods in the future, which are developed by new electronic machine methods.

Ullman Buys 'Lucky Mileage'

THE RADIO show *Lucky Mileage* has been purchased from Mike Gold of Hollywood by Richard H. Ullman Inc., of Buffalo, N. Y., it was announced last week by Mr. Ullman, president of the latter firm. Mr. Ullman said the name of the program has been changed to *Melody Mileage* and that it has been sold to several stations, including KFWB Los Angeles; KGMS Sacramento, Calif.; KXYL Houston, Tex.; WIBC Indianapolis, Ind.; WESC Greenville, S. C.; WNOE New Orleans; WAPI Birmingham, Ala.; WCMS Norfolk, Va.; KANY Shreveport, La., and KBIG Fresno, Calif.

RFS Sets 9 New Radio Series

NINE new five-minute radio serials will be made available to stations on an exclusive basis in their cities by Republic Features Syndicate, New York, it was announced last week by Lyle Kenyon Engel, president of RFS. The series include: *Our Heritage*, with Westbrook Van Voorhis; *Your Economy*, with T. H. Mitchell; *This Age of Ours*, with Quentin Reynolds; *The Fine Arts of Eating*, with actor Vincent Price; *Sportopics*, with Russ Hodges; *The Windup*, with actor Chester Morris; *The Frightened*, with Boris Karloff; *The Gag Bag*, with Peter Donald, and *American Agent*, with Lee Bowman.

Capitol Names Callison

MAX K. CALLISON, Capitol Records district sales manager with headquarters in Cleveland, has been appointed to the newly-created position of national sales manager, effective Nov. 1, with offices in New York. Another new Capitol post, assistant national sales, has been filled by William B. Tallant, staff assistant, who will headquarter in Hollywood. Both appointments were announced by J. K. Maitland, Capitol vice president and director of national sales.

Get U. S. Recording Contract

ALLIED Record Mfg. Co., Hollywood, and American Sound Corp., Belleville, N. J., have been awarded the national federal supply contract for recording and trans-

cription services for the year ending Oct. 31, 1957, according to a joint announcement by the firms. The new contract marks the ninth consecutive year that Allied has been prime contractor for U. S. agencies, the company states.

PROGRAM SERVICES PEOPLE

Alfredo Antonini, CBS Radio, N. Y., musical director, to SESAC transcription library as orchestral leader.

Harry Snyder, Associated Press broadcast membership executive for Tennessee and Carolinas, resigned to join American Cotton Mfrs. Institute.

PROGRAM SERVICE SHORTS

RCA Thesaurus, radio transcription library, has reported latest subscribers to service include WCHB Inkster, Mich.; WWNC Asheville, N. C. and KOTN Pine Bluff, Ark.

Universal Recording Corp., Chicago, has opened new studios at 48 E. Walton St.

Langlois Filmusic Inc., N. Y., supplier of pre-recorded music for television films, has opened new Hollywood office at 1548 North Highland with George R. Jones as manager. Telephone: Hollywood 9-5846.

WABC New York and **WGN Chicago** were among clients in 38 markets to sign for Ziv Radio's *Fred Waring and His Pennsylvanians*, 30-minute transcribed musical program for the fall season, Ziv has announced. Series being sponsored on national, regional and participating basis.

'STUDIO OF THE FUTURE' IN PLANNING BY NBC-TV

Network acknowledges it has 'studio of future' on drawing boards, but says it's years away. E. B. Weiss, Doyle Dane Bernbach, bares NBC plans, with description.

NBC PLANS for a new, virtually automatic television "studio of the future" have been revealed.

E. B. Weiss, director of merchandising for Doyle Dane Bernbach, New York, reported the plans in the course of a 63-page study of "the coming electronic communications revolution—and its impact on the total world of marketing."

Without confirming details, NBC authorities acknowledged that they do have plans for a "studio of the future" on their drawing boards, but said it was still years away from actuality.

Mr. Weiss' booklet, however, described it this way:

"Talking about tv—radical innovations in tv studio program production are not far away. NBC, for example, is actually planning a studio so flexible and sensitive to production needs that it almost thinks for itself. This studio will actually adapt itself spacially, mechanically and electronically to script requirements. *It will follow directions it issues to itself from a piece of tape.* The controlling tape will:

"(A) Cause the studio to expand or contract as required.

"(B) Cause the floor to assume the shape, height and depth demanded by the scene.

"(C) Swing the cameras to shooting position, select the lenses, focus, cause the light to rise, tilt, lower, pan, dim as needed.

"Absent from the studio floor will be cammera dollies, mike booms, cameramen, boom operators, electricians, dolly pushers. The performers and the directors will have the television stage to themselves—and a little tape shall lead them!"

Mr. Weiss' reference to the NBC plan is only one of a vast number of new developments in work and in prospect—electronic computers, production devices, closed-circuit tv uses, tv tape recording, wall television sets with three dimensional pictures, wrist telephones and telephones with tv, among many others—that Mr. Weiss says will produce a revolution in the science of electronic communications during the next 10 years. In retailing, he says, one result will be to put the whole burden of selling on just two "media"—advertising and interior display.

Network Newsmen Caught In Hungary During Uprising

NEWSMEN Ernest Leiser of CBS, Frank Bourgholtzer of NBC and Russell Jones and Anthony J. Cavendish, both with United Press, were among those reported last week to have been caught in Hungary as the result of the Soviet Union's massive attack against the Iron Curtain satellite's rebel uprising.

According to the U. S. State Dept., the men, except for Mr. Cavendish who is a staff correspondent and a British subject, were among American correspondents inside the U. S. legation in Budapest.

Meanwhile, it was learned that CBS correspondent Dan Karasik was operating from Vienna contacting all sources possible to determine the fate of three CBS staff cameramen. The three, all permanent staffers who had accompanied Mr. Leiser in Hungary, had not been heard from, nor were their whereabouts known. One was an Austrain and the others German nationals.

Another CBS newsman, Frank Donghi, news assignment editor, had been busy filming the Hungarian story. He got out of the country with the civilian convoy which reached Vienna last week. Mr. Donghi was slated to appear on *World In Crisis* yesterday (Sunday, 5-6 p.m. EST) on CBS-TV, which reported on the Middle East and Hungary crises. On the program, Mr. Donghi will fill in for Mr. Leiser.

CBS-TV Boosts DeLumen, Fox

IRA DeLUMEN, manager of production cost control for CBS-TV, has been named operations department business manager, it has been announced by Edward L. Saxe, vice president in charge of operations for CBS-TV. Robert Fox, assistant manager of production cost control, has been promoted to Mr. DeLumen's former post.

Media Buyer Sold on Audit Bureau of Circulations

ROGER C. BUMSTEAD
Media Director
MacManus, John & Adams, Inc.

Mr. Bumstead, upon noting that Broadcasting • Telecasting had become a member of the Audit Bureau of Circulations, wrote as follows:

"B•T's admission to the Audit Bureau of Circulations is a significant milestone in your history. As a Media Director, A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

2 heads are better than 1

ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

TOP RATINGS

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

MAXIMUM POWER ON CHANNEL 6

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 358,000 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Sources: May 10, 1956, Sales Management "Survey of Buying Power"
March 1, 1956, ARF-Nielsen set count projected to October 1

KOIN-TV

Channel 6 — Portland, Oregon

THE BIG MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

Bell's Science Color Series To Debut Nov. 19 on CBS-TV

A NEW science color series sponsored by the Bell System, New York, will be unveiled on Nov. 19 over CBS-TV with the presentation of the first program, "Our Mr. Sun" (10-11 p.m. EST). Three other programs are planned in the film series but dates for telecasting have not been determined. The agency for Bell is N. W. Ayer & Son, New York.

The initial program deals with scientific studies concerned with the sun, and will replace *Studio One*. Future programs that are in various phases of production are concerned with the weather, cosmic rays, and circulation of the blood.

The series is being produced and directed by Frank Capra, motion picture director, under the general supervision of a scientific advisory board, consisting of specialists in the various fields of science. Animated sequences of "Our Mr. Sun" were made by UPA Pictures Inc. The series, which is designed to give the public a broader knowledge and understanding of what science is and how scientists work, will be made available for exhibition in schools, colleges and before other organizations after its tv use.

Food, Drug Ads Dominate ABC Radio's Morning Time

FOOD and drug advertisers have accounted for more than $5 million in billings on ABC Radio's morning block since September 1955 when the network started segment selling of this period, it was announced last week by Don Durgin, vice president in charge of the network.

Mr. Durgin said that the food and drug group presently constitutes about two-thirds of all business on ABC Radio in the morning. He added that contracts for the present season in the morning block amounts to $3 million The morning block includes *Don McNeill's Breakfast Club* (9-10 a.m EST), *My True Story* (10-10:30 a.m. EST), *When A Girl Marries* (10:30-10:45 a.m. EST), *Whispering Streets* (10:45-11 a.m. EST), *Grand Central Station* (11-11:15 a.m. EST) and *The Jack Paar Show* (11:15-11:30 a.m. EST).

Sullivan to Get Top Award Of National Audience Board

ED SULLIVAN has been named to receive the National Audience Board's highest award for 1956, for his integration of public service features with entertainment on his *Ed Sullivan Show* on CBS-TV (Sun., 8-9 p.m. EST). Marlo Lewis, producer of the program, also will be honored by NAB.

NAB officials noted that the Sullivan's show had presented three public service features dealing with Army, Navy, Marine and Air Force subjects this year and also had carried features and public service announcements in behalf of such national charities and organizations as City of Hope, Muscular Distrophy, March of Dimes, Red Cross, National Safety Council, 4-H Clubs of America, and Civil Defense.

BOB A. ROTH, commercial manager of KONO-TV San Antonio, Tex., signs a contract making that station an ABC-TV affiliate, effective Jan. 21. Also taking part in the signing are Oliver Treyz (l), head of ABC-TV, and Alfred R. Beckman, national director of station relations for the network. KONO-TV, owned by Mission Telecasting Corp., is on ch. 12 with 316 kw visual and 158 kw aural power.

Benny Set for CBS Yule Show

CBS RADIO will present a special, 55-minute Christmas program, featuring Jack Benny and other members of his regular cast, on Dec. 2 (5:05-6 p.m. EST) under the sponsorship of the Minnesota Mining and Mfg. Co., Minneapolis and Detroit, through MacManus, John & Adams, New York. Minnesota Mining is sponsoring the program during the outset of the Christmas season to advertise its Scotch Brand cellophane tape, Scotch Brand gift wrap tapes and Sasheen ribbon. Time and talent for the special show is estimated at $35,000.

Shepard Gets New NBC Post

H. W. (HANK) SHEPARD, since last May director of special projects, NBC owned stations, has been named to a new post, director of business development, at California National Productions Inc., Robert D. Levitt, vice president and general manager of CNP, an NBC subsidiary, announced Wednesday.

MR. SHEPARD

Mr. Shepard, director of Radio Spot Sales at NBC for more than a year before he moved to special projects, will direct all new business enterprises of California National. He has been with NBC since 1950 when he was a sales presentation writer. A year later, he advanced to supervisor of NBC's sales promotion division and in 1952 became manager of new business and promotion for NBC Spot Sales.

Rozett CBS Radio Director Of Administrative Operations

CBS Radio President Arthur Hull Hayes announced last week the appointment of Walter P. Rozett, director of accounting for the network, as director of administrative operations, a new executive post. Mr. Rozett will be suceeded by George B. Stadtmuller, now director of accounting for CBS Radio at San Francisco (office at KCBS there).

In his new post which is effective Dec. 10, Mr. Rozett will report to James M. Seward, administrative vice president of CBS Radio. Mr. Rozett joined CBS in 1952 as a supervisor in the accounting department, moving later to assistant to the comptroller, budget director and finally director of accounting. Mr. Stadtmuller started with CBS in 1939 as a member of the network's accounting department in New York, transferring in 1949 to San Francisco as accounting director there.

Secondari Joins ABC News

APPOINTMENT of John H. Secondari, newsman-novelist, as chief of ABC's Washington bureau has been announced by John Daly, vice president in charge of news, special events, sports and public affairs for the network. Mr. Secondari replaces Bryson Rash, who has joined NBC in Washington. Since 1951, Mr. Secondari has been a freelance writer with three novels and two hour-long television plays to his credit. He was a CBS newsman in Italy and Greece.

CBS-TV at Aluminum Bowl

THE NATION's first Aluminum Bowl football game, to be played by two colleges selected out of a roster of schools by the National Assn. of Intercollegiate Athletics, will be carried live by CBS-TV, Dec. 22, at 12 noon EST, CBS-TV sports director William C. MacPhail announced last week. The game will be played in Little Rock, Ark. Selections will be made on Nov. 25 by Al Duer, NAIA executive secretary, and Allan Berry, a representative of the Aluminum Bowl Assn.

Knox to CBS Detroit Sales

CORNELIUS V. S. KNOX Jr., an account executive with CBS Radio in New York since 1954, has been advanced to sales manager of the network in Detroit, it has been announced by John Karol, vice president in charge of network sales, CBS Radio. Mr. Knox replaces William W. Firmin, who has been appointed eastern sales manager of CBS Radio [B•T, Oct. 22].

Two CBS Employes Drown

TWO CBS Central Div. employes were drowned in the Detroit River Oct. 26 while serving as crew members on a yacht owned by H. Leslie Atlass, CBS vice president and general manager of WBBM-AM-TV Chicago. They were Kurt Darr, 47, radio engineering maintenance supervisor, and Clem W. Muth, 41, a painter. Mr. Muth was crossing a gangplank and fell into the water and Mr. Darr, fully clothed and unable to swim, dived in to assist him.

BEST BUY—
My Little Margie on WHIO-TV

VERY LITTLE ON COST

$75 per 1-Minute Spot!

VERY, VERY

Remember this show's record-breaking run. Now we can offer it to You!

LARGE ON INTEREST

STARS—Gale Storm and Charles Farrell. Five times per week—1-1:30 P.M.

VERY, VERY, VERY LARGE ON SELL!

Some Facts on WHIO-TV Coverage and Market:

Set Count 511,310

Families 593,200

Retail Sales ..... $3,361,973,000 (Sales Management)

Coverage ..... 26 Ohio Counties, 10 Indiana Counties

September Pulse—15 of the Top 15 Weekly Shows. 8 of the Top 10 Multi-Weekly Shows.

Now Scheduling—Participations Open.
Call George P. Hollingbery.,
National Representative.

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

WHLI

"THE VOICE OF LONG ISLAND"

SELLS

BIG
INDEPENDENT MARKET-
NASSAU COUNTY

BUYING INCOME
PER FAMILY
$8,187

• 3rd Among U. S. Counties

GIVES

BIG
BONUS COVERAGE

(Nassau, parts of Queens, Suffolk and Brooklyn.)

POPULATION 2,903,765
NET INCOME $6,132,673,150
RETAIL SALES $3,268,444,450
Data Source: Sales Management

DELIVERS

BIGGEST DAYTIME AUDIENCE
in the
MAJOR LONG ISLAND MARKET

According to the most recent Pulse Survey...one station...WHLI has a larger daytime audience in this market than any other station!

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y. the voice of long island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V P. SALES

Represented by Gill-Perna

NEGOTIATIONS for alternate-week half-hour sponsorship of ABC-TV's *Wire Service*, effective Jan. 3, have been finalized by Miller Brewing Co. and network in Milwaukee. Taking part in the pact-signing are (l to r) John Reilly, ABC-TV account executive; Norman R. Krug, Miller president, of Mathisson & Assoc., agency handling the Miller account. Contact was placed through ABC-TV's Chicago office. The dramatic series began on the network Oct. 4 (9-10 p.m. EDT).

Networks, AFTRA Seek Agreement on Contract

RADIO and television networks and the American Federation of Television & Radio Artists planned to hold continuous meetings over the weekend in an effort to reach agreement on a new two-year contract before the expiration of the current pact this Thursday. AFTRA announced strategy for a strike several weeks ago in the event such action is deemed necessary by the union [B•T, Oct. 1].

Although spokesmen for union and networks would not comment on the progress of negotiations, indications last Thursday were that an amicable agreement would be reached. An AFTRA official acknowledged that a "tentative" agreement had been reached on portions of the contract dealing with the radio networks and the transcription companies, and said the television provisions were to be discussed at sessions last Friday and over the weekend, if necessary. In radio, AFTRA is reported to have made several concessions sought by the networks.

NETWORK PEOPLE

Robert M. Fairbanks, program promotion-merchandising manager, KNX Hollywood and CBS Pacific Radio Network, to KNXT (TV), same city, and CBS Tv Pacific Network as assistant sales promotion manager.

Lee Cooley, producer-director-writer of CBS-TV's *Perry Como Show* from 1950-55 and producer of Mr. Como's NBC-TV series through last June, signed by CBS-TV to produce and create musical tv programs.

Al Ludington, associate producer, ABC-TV's *Afternoon* and *Famous Film Festivals*, father of son, Thomas Frederick, Oct. 18.

ELECTRONICS SALES JUMP SEEN BY '66

Sylvania spokesman foresees jump from $9 to $15.5 billion for total electronics investment. Gives break-down of figures.

THE U. S. electronics industry—currently estimated at $11.5 billion—will double in sales and revenues by 1966, an official of Sylvania Electric Products Inc., predicted Thursday.

Speaking before the eastern regional convention of the New York Society of Security Analysts, Sylvania's marketing director, Frank W. Mansfield, foresaw the growth of the present $9 billion investment in electronics to that of $15.5 billion within the next decade. This growth, he said, will come through "new money" obtained from financing and reinvested profits. Breaking down his talk into various facets of the electronics business, Mr. Mansfield charted the growth of the industry as follows:

Television (overall): set sales for 1956 will probably hold to the 1955 figure of 7,456,000, with dollar volume at "factory door" value estimated at $966 million. Set sales by 1969 will rise to 8.2 million annually at a volume of over $1.1 billion. By 1960, unit sales will have touched the 10.6 million figure at a factory value of $1.5 million. Within the next 10 years, the current 42 million sets in use (76% of U. S. homes using tv) will jump to 74 million sets in use (or 96%), equaling "virtual saturation."

Color Tv's Outlook

Color television: an increase of 100,000 tv sets will be effected by the U. S. viewing public between now and the end of 1957, a small figure due in part to the relatively high cost of color sets. However, as sets decline in price (to $325 in 1957, $220 in 1960, $170 in 1963, and $150 in 1966), sales will climb until in 1960, people will be buying 2.2 million color sets a year, a figure to be more than trebled (to 7.9 million) by 1966. Conversely, Mr. Mansfield predicted, black-and-white set sales will "have dwindled to 2.6 million . . . in 1966."

Radios in homes: current home set sales are about 8.1 million at a total factory value of $162 million, with 8.5 million sets earmarked for sale in 1957 "with a value approximately the same." The set figure will continue to gain slowly as the years pass, he indicated, with 1966 being able to boast of 9.6 million home sets sold at $182.4 million factory value.

Automobile radios: sales will range from 6-7 million sets over the next 10 years, with current sales at aggregate value of $120 million, a figure which, by 1966, will be increased by $30 million.

Records, phonographs, hi-fi components: these should "maintain an increasing volume" between now and 1966, with the current $160 million sales figure rising to $165 million in 1957 and to $185 million by 1966.

Radio-tv broadcasting revenues, "more than $1.94 billion this year," should build

IT&T has been selected

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. . . to recruit and train the technical manpower for, and to maintain and operate

★ the DEW LINE

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Young Men

Outstanding career opportunity for qualified men in Electronics, Transportation and Supply or Diesel and Mechanical fields. Send resume of previous experience and education to: Personnel Director, Federal Electric Corporation, Box 347, Lodi, New Jersey.

Two of the greatest Arctic construction jobs ever attempted are drawing to a dramatic climax.

One, the Distant Early Warning (DEW) Line, will flash the *first* warning of an enemy approaching from the north. It is America's latest answer to the challenge of maintaining world peace.

The other, Alaska Integrated Communications Exchange (White Alice), is a vital network including "over-the-horizon" and "line-of-sight" microwave links connecting isolated communities and defense installations across Alaska, as well as existing telephone and telegraph services.

Manpower of the highest order in skills, stamina and intelligence is imperative. The U. S. Air Force has selected Federal Electric Corporation, a subsidiary of International Telephone and Telegraph Corporation, to operate and maintain both these far-flung installations.

Federal Electric Corporation's experience on military assignments in the Arctic . . . in the maintenance of specialized navigational equipment for the Air Force . . . as a field service and maintenance organization for IT&T's laboratories and factories . . . coupled with the world-wide experience of IT&T, make this an ideal partnership for so broad and technical an undertaking.

IT&T

INTERNATIONAL TEL and TEL

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N. Y.

up "rapidly" to a figure close to $6 billion by 1966.

Military electronics: "by far the largest market," will increase "continually" over the next decade, with 1956's figure of $2.9 billion rising to $3.1 billion by the end of 1957, to $3.8 billion in 1963, and by 1966, "to an excess of $4.1 billion."

Commercial and industrial electronics, which already has expanded greatly in recent years, "will show a greater percentage gain than any other area in which electronic products are used . . . over the next decade." By the end of this year, electronics sales to commerce and industry will "fall just short of $1 billion," while by 1966, they will approach $2.1 billion.

The repair and replacement business, currently estimated at $844 million, is expected to jump $100 million by next year, and by 1966, will be close to $2 billion.

Sales, Earnings Reported Up For Minnesota Mining & Mfg.

SALES for the third quarter and first nine months of 1956 were up 14% and 16%, respectively, over 1955, along with increases in earnings on common stock, it was announced Tuesday by Minnesota Mining & Mfg. Co. (broadcast tapes, other products), St. Paul, Minn.

The company reported fourth quarter results probably would surpass those for the period ended Sept. 30.

Herbert P. Beutow, president, reported sales of $81,453,319 for the third quarter and of $235,948,905 for nine months this year, compared to $71,067,503 and $202,713,004 for those periods in 1955. Earnings were $9,315,631 for July-September against $8,904,112 that quarter last year and $26,986,398 for nine months compared with $24,685,380 in 1955.

New York Tv Tube Racket Costs GE $1 Million Yearly

GENERAL ELECTRIC Co. last week was reported to be losing about $1 million a year in the New York area because of the illegal reprocessing of defective tubes and their sale to dealers. RCA "was said to have suffered heavy losses, also."

These statements were made last week by Daniel V. Sullivan, Bronx district attorney, in connection with the investigation his office is conducting into the tv tube racket. He revealed that all major tv tube manufacturers are cooperating in the probe, and said the holdover Bronx October grand jury will visit tube manufacturing plants of GE and RCA on Nov. 21.

Mr. Sullivan described the activities of one Bronx television repair man to indicate the operations of tube "racketeers." The repair man, Mr. Sullivan said, had obtained tubes that failed in service, and had altered the code to indicate they were still covered by a one-year factory warranty insuring the refund of their sale price. The tubes were then reprocessed and sold them to dealers "at big discounts" as new tubes, Mr. Sullivan stated.

Radio-Tv Set Output Rises in September

RADIO and tv set production in September was substantially above August, according to Radio-Electronics-Tv Mfrs. Assn. Radio output totaled 1,319,189 sets in September as compared to 990,845 in August and 1,302,350 in September 1955. Tv production totaled 894,211 sets in September, 612,927 in August and 939,515 in September 1955.

Nine-month radio output totaled 9,535,896 sets as compared to 9,949,620 in the same 1955 period. Tv set output for nine months totaled 5,259,271 units compared to 5,760,506 a year ago.

Of September tv sets, 96,785 had uhf tuners compared to 90,419 in August. Only 19 tv sets produced in September contained tuners for the fm broadcast band.

Retail sales of radios totaled 756,345 units in September compared to 681,152 in August and 753,068 in September 1955. Nine-month radio set sales totaled 5,405,052 in 1956 compared to 3,942,676 in the same 1955 period. Retail radio figures do not include auto sets, which are sold direct to manufacturers.

Retail sales of tv sets totaled 763,881 in September compared to 566,158 units in August and 978,838 in September 1955. Nine-month sales totaled 4,603,599 sets compared to 5,149,977 a year ago.

Manufacturer sales of tv picture tubes totaled 1,249,624 in September compared to 1,099,605 in August. Nine-month picture tube sales totaled 8,087,352 units as against 7,680,781 a year ago.

Following are radio and tv set production figures during September, a five-week work month, and the first nine months of 1956:

	Tv	Auto Radio	Total Radio
Jan.	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
March (5 wks.)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 wks.)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
Aug.	612,927	198,087	990,845
Sept. (5 wks.)	894,211	349,790	1,319,189
TOTAL	5,259,271	3,060,093	9,535,896

Zenith Head Distributes 'Time' Story on Color Tv

THE contested story in *Time* magazine on color television [B•T, Oct. 29] was back in circulation last week, being distributed—with underlining added to give extra emphasis to certain portions—by Zenith Radio Corp. President E. F. McDonald Jr. to all Zenith franchised dealers.

A note signed by Comdr. McDonald called attention to a paragraph in the *Time* story that said Polk Bros., Chicago, had sold 1,600 color sets this year. Comdr. McDonald said he had wondered how Polk Bros. managed to do it, and had "learned the answer." He said: "A friend of mine received a circular letter from Polk Bros. that announced a special deal on color tv. He phoned, and was offered for $379.39, a brand new 1957 RCA Victor color tv receiver that lists for $495."

The note said Zenith does not think its dealers "should take losses to help us introduce new items" and that this is one reason Zenith will not introduce color "until it is what the public wants and can be sold without sacrificing *your* profits . . ."

The article, which ran under the heading of "Faded Rainbow," drew the fire of RCA officials as soon as it was published. Robert L. Werner, RCA vice president and general attorney, protested in a letter to *Time* that the story was "biased and damaging" and that "unlike RCA's popular tv receivers, the colors in *Time's* colored account are not true, nor are they compatible with fact."

Exhibitors Get Good Results At Chicago Hi-Fidelity Show

EXHIBITORS from ranks of manufacturers, suppliers and distributors reported "highly satisfactory" sales results at the fifth annual High Fidelity Show in Chicago, which ended last Monday, according to the show's sponsor.

An estimated 36,000 people attended the three-day exposition and music festival, the latter sponsored by John S. Knight's *Chicago Daily News*, at the Palmer House. The show was sponsored by the International Sight & Sound Exposition Inc. and for the first time required a small admission charge (50 cents). The fee resulted in attracting the type of attendance which exhibitors felt were the "best sales prospects," according to S. I. Neiman, ISSE president.

Chicago fm stations participated in the hi-fi demonstrations. Next year, the show will be held in mid-September, Mr. Neiman announced.

Uniterm Service Set Up For Electronic Patents

UNITERM SERVICE, which analyzes, edits and compiles all U. S. electronic patents, is the newest project of Information for Industry Inc., Washington, D. C.

The system reduces complex subjects to basic words and handles them as "digits," eliminating complicated vocabulary and indexing problems, according to Lynn J. Bartlett Jr., president of Information for Industry. The service is prepared by electronic engineers.

Current subscribers to the system receive the Uniterm Service containing information on all patents issued in 1955. Mr. Bartlett said that subscribers for 1956 will receive two cumulative indexes containing complete data on patents issued since Jan. 1, 1956, and those renewing in 1957 will receive a minimum of four cumulative issues, published on a regularly quarterly schedule, for that year.

GE Ships Tv Equipment

GENERAL ELECTRIC Co. reported last week it had shipped a 35-kw transmitter and a four-bay bat-wing antenna to WRAL-TV Raleigh, N. C. (ch. 5), a 5 kw transmitter to KNAC-TV Fort Smith, Ark. (ch. 5), and a 10 kw transmitter to KGGM-TV Albuquerque (ch. 13).

People watch programs, not towers. *Without* the new tower the last Pulse showed that 15 of the top 15 once-a-week shows are on WMT-TV, 10 of the top 10-multi-weekly shows are on WMT-TV. The 25-county Area Pulse showed WMT-TV first in share of audience, with 418 out of a possible 461 quarter-hour firsts. Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each. *With* the new tower it will be easier than ever to watch WMT-TV's programs.

WMT-TV • CBS for Eastern Iowa • Mail address: Cedar Rapids • National representatives: The Katz Agency

* *Target date: December*

NEW PROMOTION for NEW PROGRAM FORMAT

IN ROCHESTER, N. Y.

BOB TREBOR

WVET has five men who have proved they can charm ADULTS into hearing and acting on sales messages . . . with MELODY and NEWS plus PERSONALITY. Backed by new local advertising , they're spear-heading WVET into TOP RATINGS all day and all night. In Rochester, your best radio buy is the NEW WVET music-and-news format .

WILL MOYLE

TOM DECKER

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★ **MELODY FIDELITY**
Good music for listening pleasure

★ **NEWS COVERAGE**
every hour on the hour.

5000 WATTS
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ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING COMPANY

Sarkes Tarzian Reports Sales

SARKES TARZIAN Inc.'s Broadcast Eqiupment Div., Bloomington, Ind., last week reported shipment of an image orthicon camera, a film projector and other equipment to KGVO-TV Missoula, Mont. The division also reported shipments of a 100-slide automatic projector to KEYT (TV) Santa Barbara, Calif., and to NBC-TV in Los Angeles.

MANUFACTURING PEOPLE

Lionel M. Searle, manager of operations, Philco Corp., Sandusky, Ohio, to vice president and general manager of Philco's automotive division. He succeeds **William H. Chaffee,** resigned. **William A. McCracken,** vice president in charge of manufacturing, Kellogg Switchboard & Supply Co., Chicago, replaces Mr. Searle.

Henry F. Argento, vice president and general manager in charge of radio-tv operations, Raytheon Mfg. Co., Chicago, named vice president of commercial sales with headquarters in Walthan, Mass.

Richard W. Walker, formerly with E. Norman Kegan Co., N. Y., management consulting firm, to Transitron Inc., Manchester, N. H., as vice president.

Robert L. Shaw, national sales manager, radio and television division, Sylvania Electric Products Inc., Buffalo, N. Y., to general sales manager, succeeding **Bernard O. Holsinger,** transferred to New York headquarters as director of corporate sales promotion.

James W. Shackleford, southeastern regional manager, Allen B. DuMont Labs, Clifton, N. J., receiver division, promoted to manager of division's Southern Zone.

Claude B. Coddington, accountant, General Electric Co.'s tube sales department, to district sales manager for upstate New York, with headquarters in Schenectady. He succeeds R. M. Thompson, named marketing analyst in tube sales headquarters' marketing research section.

Henry O. Wolcott, general manager of Electromec Inc., an instrument manufacturing subsidiary of Electronic Specialty Co., Los Angeles, appointed chief engineer and production manager, instrument division, Federal Telephone & Radio Co., IT&T subsidiary, Clifton, N. J. A cofounder of former Technomatic Co. of California, Mr. Wolcott was one of first designer-builders of general purpose, large-screen oscilloscopes, tv tubes, and more recently, has been designing high-fidelity components for custom-made tv sets.

Richard M. Fielding, advertising-sales promotion manager, Philco Corp., Philadelphia, TechRep division, appointed supervisor of public relations, government and industrial division.

Sherman M. Fairchild, president, Fairchild Recording Equipment Co., elected executive vice president of the Audio Engineering Society. Ruben E. Carlson, vice president-general manager of Fairchild, named chairman of AES' Standards Committee.

G. C. Whitaker, president, Graflex Inc., Rochester, N. Y., elected director, General Precision Equipment Corp.

R. C. Pontz, plant personnel manager, RCA Tube Div. plant, Lancaster, Pa., to manufacturing manager of power, pick-up and phototube manufacturing, and succeeded by **E. C. McFerren,** plant personnel manager in Cincinnati, Ohio. **Jules F. Maier,** manager of scheduling, Harrison, N. J., plant division, named administrator, division's tube industry sales.

Miles M. Dawson, brig. gen. (retired), U. S. Army Corps of Engineers, to Westinghouse Electric Corp., as manager of distribution services dept.

Burtis E. Lawton, electronic service and sales manager, H. S. Martin & Co., Evanston, Ill., appointed senior applications engineer in industrial tube sales department, Allen B. DuMont Labs., Clifton, N. J.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of three vidicon film cameras to WBRE-TV Wilkes-Barre, Pa., and KDKA-TV Pittsburgh; live color studio cameras to WBAL-TV Baltimore and WBRE-TV, six section superturnstile vhf antenna to KNAC-TV Fort Smith, Ark., 25 kw vhf transmitter and new model 6 kw driver to KOOK-TV Billings, Mont., and 25 kw amplifier to KRGG (TV) Jefferson City, Mo.

Westinghouse Electric Corp., Metuchen, N. J., introduces miniature all-transistor portable radio receiver which measures six inches in width, three and one-eighth inches in height and one and five-eighths inches in depth. Suggested retail price is $49.95.

Motorola Inc., Chicago, announces new six-transistor pocket model (66T) addition to portable radio line. Among features are two transformers and provision for 125 milliwatts of power and 200 hours of battery life from four Penlite cells. Market price is $64.95.

Admiral Corp., Chicago, announces introduction of two pocket transistor radios each weighing less than one pound and one (Series 7M1) claimed to be the only one of its size equipped for seven transistors on a printed circuit board. Model 4P2 is four-transistor set with suggested price starting at $39.95, while 7M1 retails for $59.95. Sets measure 5¾ inches long, 3½ inches high and 1½ inch thick and contain outlet for optional plug-in earphone. Firm also reports order of 1,500 21-inch television receivers from Hotel Corp. of America. Sets, especially designed for use with Jerrold Electronics Corp.'s antenna system, to be used in Chicago, New York, Cleveland, Boston and Washington hotels.

Michigan Electronics Inc., Chicago, announces new "Travel-Corder" battery-op-

BUY WSTV-TV

STEUBENVILLE-WHEELING

AND GET PITTSBURGH FREE!

ONLY WSTV-TV OFFERS YOU THIS SALES PROTECTION

1. **GUARANTEED VIEWERSHIP** with top CBS and ABC programs among over 771,381* TV homes in the richest steel and coal producing area in the world.

2. **FREE BONUS** of Pittsburgh coverage. Our rate is based on our Wheeling-Steubenville coverage (AA Rate 1 hr. $450), giving you the lowest cost per thousand in the tri-state area.

3. **MEASUREMENT OF ADVERTISING RESULTS.** Soon to be published — the first Index of Advertising Effectiveness that enables you, Mr. Advertiser, to measure your own results and compare WSTV-TV with any other station on your schedule.

4. **MERCHANDISING ASSISTANCE** — including help in distribution, store displays, newspaper ads, etc.

WSTV-TV IS ONE OF THE SMARTEST, SAFEST BUYS IN TV. ASK FOR FULL INFORMATION TODAY.

*Television Magazine Receiver Circulation Report, October.

WSTV-TV

STEUBENVILLE, OHIO

Represented by AVERY-KNODEL

CBS-ABC-CHANNEL 9

230,500 WATTS

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WSTV-TV, WSTV-AM, Steubenville, Ohio.
WBMS-AM, Boston, Mass.
WPIT-AM, Pittsburgh, Penna.

GEN'L MGR. John J. Laux, Steubenville, Ohio. ATlantic 2-6265 • **NAT'L SALES MGR.** Rod Gibson, 720 Fifth Avenue, N. Y. 19. JUdson 6-5536

erated portable tape recorder comprised of recording and playback unit designed for professional executives and traveling men. Product is housed in metal case and weighs three pounds, powered by two batteries. Tape is contained in cartridge of cigarette-pack size and may be erased when desired. Cartridge is reusable indefinitely for full hour of recording.

Kay Labs, San Diego, reports record profit of $150,515 on deliveries totaling nearly $2,000,000 in first three quarters. Figures compare with loss of $44,834 on deliveries of $836,560 in corresponding period of 1955.

Institute of High Fidelity Mfrs., N. Y., last week announced election of ORRadio Industries, Opelika, Ala., as general member and The Elektra Corp., N. Y., associate member.

Crescent Industries Inc., Chicago, reports continuing record distributor shipments during September for four-speed high-fidelity phonograph and tape recorder lines. Month's shipments were four-five times those of September 1955, according to James F. White, Crescent sales manager. He also announced four-point dealer program, including promotion for hi-fi pre-recorded tape, floor kits and point-of-sale display materials.

Magnecord Inc., Chicago, appoints McLoud & Raymond Co., Denver, as representative for Magnecord tape recorder equipment in five western states.

BPA'S FIRST SEMINAR CONVENES FRIDAY

Dr. Kent will ask for more data on effectiveness of advertising in radio and tv during two-day sessions in Chicago.

AN EARNEST PLEA for more qualitative data on effectiveness of advertising and sales messages in broadcast media will be set forth by a leading research specialist at the Broadcasters Promotion Assn.'s first annual seminar in Chicago Nov. 16-17.

The appeal will highlight an analysis of audience research, language content study and effect and impact of messages in a Friday luncheon address by Dr. Leonard Kent, vice president and research department director, Needham, Louis & Brorby Inc., Chicago. He will speak on market selection for use of broadcast media.

Media research will constitute one of a number of topical talks during the two-day seminar at the Sheraton Hotel, for which advance registration of regional station promotion and other representatives had reached over 160 by last Thursday. Major BPA objective is to sell radio-tv promotion intramurally and in competition with other media, and to provide an arena for interchanges of problems and views among midwestern station executives [B•T, Oct. 29, 22].

Among subjects to be raised are promotion of and differences in selling radio-tv time, audience measurement evaluations and promotion areas, pros and cons of merchandising, promotion from the vantage-point of independent radio and uhf tv stations and feature films and syndicated packages.

Reasons for new program mortalities because of slippery audience and sponsor holds and need for better promotion and exploitation by local stations, as related to merchandising cooperation, will be canvassed during a panel session Saturday morning by Don Paul Nathanson, president of North Adv. Inc., Chicago. He will discuss client audience promotion needs, largely in the area of network television, expressing the belief shows should be sold like products [B•T, Nov. 5]. Some large agencies have incorporated "exploitation" specialists within their structure.

Efforts by rating services to supply quantitative information to agencies weighed against agency interest in ascertaining the effect and impact of advertising-sales messages will be explored by Dr. Kent in three major research areas. He will review such factors as repetition and testimonials in broadcast advertising.

After Friday morning's opening BPA organizational meeting, Dave Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co., will moderate the time sale promotion panel.

With Larry Webb, managing director of Station Representatives Assn. as moderator, the sales representative panel later Friday morning will delve into client-station relationships. Wells Barnett, Blair-Tv and John T. Blair & Co., will discuss significant differences in selling radio and tv time, while Arthur Bagge, midwest radio sales manager, Peters, Griffin, Woodward Inc., Chicago, will explain differences in selling agency timebuyers and account executives.

Station sales promotion efforts which prove helpful to representatives in selling time will be aired by Dudley Brewer, Chicago manager of The Branham Co. Dwight S. Reed, H-R Represenatives Inc., will round out the panel, with views on local and regional station contact and promotion.

Dr. Kent's luncheon address will be followed by a representative panel on audience measurement systems, under chairmanship of Dr. Seymour Banks, director of media and research planning, Leo Burnett Co., Chicago, with 30 minutes allotted for questions and answers. Audience promotion will be explored Friday afternoon under chairmanship of Gene Godt, promotion chief, WCCO Minneapolis.

A tour of NBC-owned WNBQ (TV) Chicago color facilities, a reception co-hosted by B•T and *Advertising Age* and a banquet (entertainment to be announced) will round out Friday activities.

Progam for First Annual Seminar
Broadcasters' Promotion Association

Registration: Thursday evening Nov. 15, from 6-9 p.m., and starting 8 a.m. Friday, Nov. 16. Registration fee: $25 includes complete session —two morning meetings, one afternoon meet-

YEARS AGO OKLAHOMANS GOT THEIR NEWS FROM SMOKE SIGNALS! TODAY THE KRMG NEWSMOBILE QUICKLY TAKES THEM TO THE SCENE OF ACTION . . . BROADCASTS NEWS WHILE IT IS HAPPENING . . . ANOTHER REASON WHY KRMG IS OUT IN FRONT, AND THE STATION FOR YOU IN THE RICH TULSA MARKET! ASK YOUR BLAIR MAN!

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KRMG
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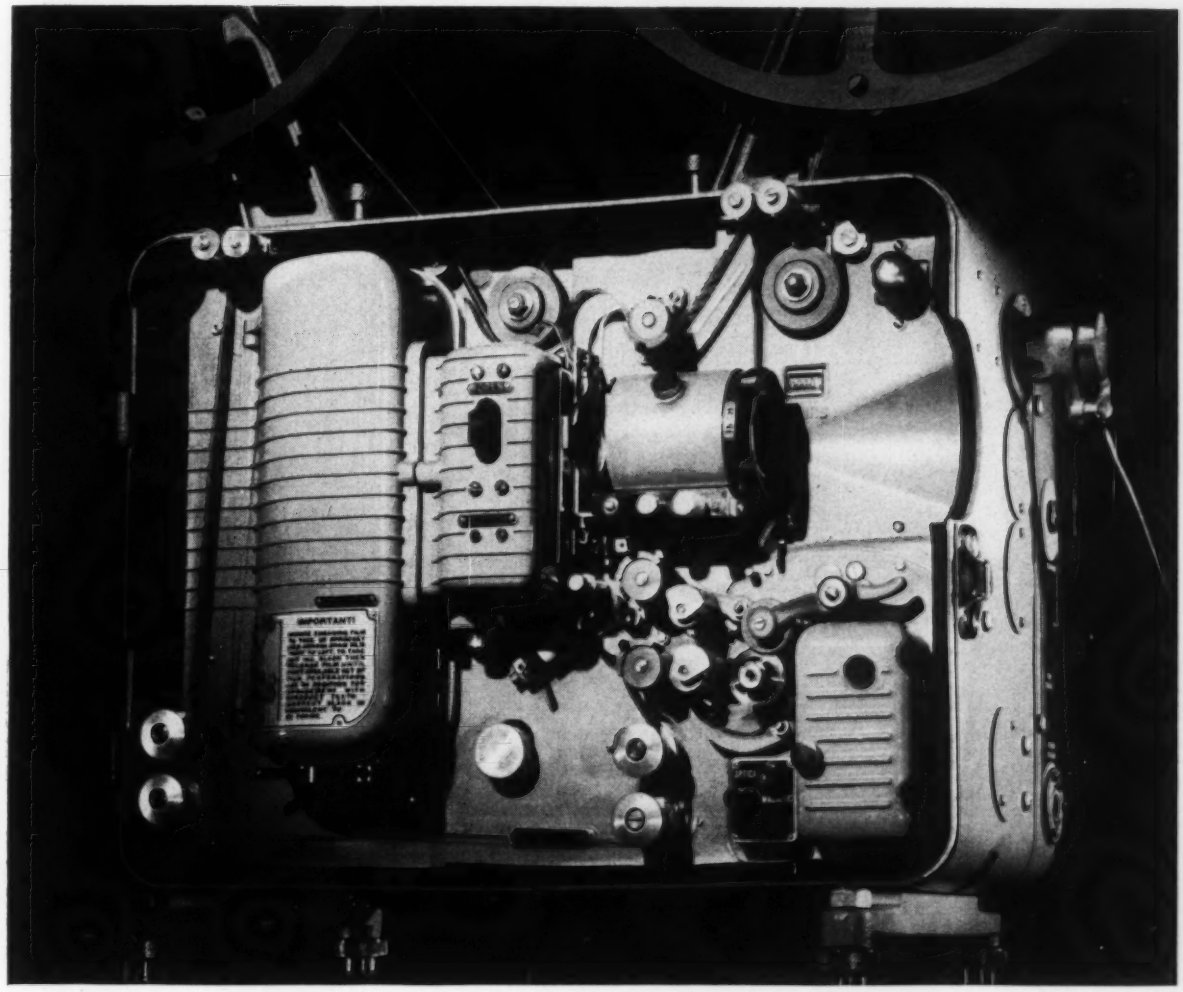

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Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.

As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

Talk to your Systems Supplier soon. His quotation will be a pleasant surprise. Or write for specifications on Design 614 CVBM projector. Bell & Howell, 7139 McCormick Road, Chicago 45, Ill.

FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell

ing, two luncheons, cocktail party, banquet and entertainment.

Friday, Nov. 16

8:30 a.m.—Opening session: Outline of purposes and formation of Broadcasters' Promotion Assn.
1. Distribution of mimeographed preliminary plans.
2. Discussion.
3. Appointment of committees.
   a. By-laws and objectives, membership structure and dues.
   b. Annual national convention.
   c. Association services.
   d. Nominating committee for officers.

9:30 a.m.—How to promote the sale of time to:
1. Local accounts.
2. Local-national co-op situations.
3. National and regional acounts.

Speakers: Donald D. Davis, vice president, KMBC and KMBC-TV Kansas City.
Frederick Gregg, account executive, Young and Rubicam, New York.
Third speaker to be announced.

Moderator: Dave Partridge, adv. sales promotion mgr., Westinghouse Broadcasting Co., New York.

20-minute question and answer period following.

10:45 a.m.—15-minute break.

11 a.m.—(a) Significant differences between selling tv and radio time.
Speaker: Wells Barnett, Blair-Tv and John T. Blair Co., New York.

(b) Does the job of selling the time buyer differ from selling the client and the account executive?
Speaker: Arthur Bagge, midwest radio sales manager, Peter, Griffin, Woodward, Chicago.

(c) The kind of sales promotion that is most helpful to representatives in selling station time to agencies and advertisers.
Speaker: Dudley Brewer, manager, Branham Co., Chicago.

(d) Importance of station contact and promotion among local and regional brokers, jobbers and distributors.
Speaker: Dwight S. Reed, vice president, H-R Representatives, Chicago.

Moderator: Larry Webb, managing director, Station Representatives Assn., New York City.

15-minute question and answer period following.

12 Noon—Lunch

1 p.m.—How we select markets for broadcast media to be used and what information stations can best supply to help us arrive at our decisions.
Luncheon speaker: Dr. Leonard Kent, vice president and director of research, Needham, Louis & Brorby, Chicago.
15-minute question and answer period following.

1:45 p.m.—15-minute break.

2 p.m.—Evalution of audience rating systems.
1. Diary method.
Speaker: James W. Seiler, director, American Research Bureau, Washington.
2. Meter method.
Speaker: William Wyatt, vice president, A. C. Nielsen Co., Chicago.
3. Telephone coincidental method.
Speaker: Frank Stisser, vice president, C. E. Hooper, New York.
4. Recall method.
Speaker: Dr. Sydney Roslow, director, The Pulse, New York.
Moderator: Dr. Seymour Banks, director of Media Planning & Research, Leo Burnett Co., Chicago.
30-minute question and answer period following.

3:30 p.m.—15-minute break.

3:45 p.m.—Audience promotion.
1. Print advertising.
2. Publicity.
3. Station-sponsored special events.
4. Direct mail to civic organizations.
5. Exploitation.
6. Utilizing facilities of program department.

Speakers:
Foster H. Brown, promotion manager, KMOX St. Louis.
Joe G. Hudgens, promotion director, KRNT-AM-TV Des Moines.
Bruce Wallace, promotion manager, WTMJ and WTMJ-TV Milwaukee.
Edward Wallis, advertising and sales promotion manager, KYW and KYW-TV Cleveland.

Moderator: Gene Godt, director of promotion, WCCO Minneapolis.

20-minute question and answer period following.

4:45 p.m.—Recess.

5 to 6 p.m.—Tour of color telecasting facilities of WNBQ.

6:30 to 7:30 p.m.—Cocktail party courtesy of *Advertising Age* and BROADCASTING • TELECASTING.

7:30 p.m.—Dinner and entertainment (no speakers).

Saturday, Nov. 17

9 a.m.—Merchandising cooperation pros and cons.
1. Merchandising of the advertising.
2. Merchandising of sponsored products.
3. Dealer relationships.
4. Audience promotion in behalf of sponsor.
   (a) What the client wants in merchandising assistance.
   Speaker: R. S. McDonald, director of advertising, Quaker Oats Co., Chicago.
   (b) What the agency expects in the way of merchandising service for its clients.
   Speaker: Donald P. Nathanson, president, North Adv., Chicago.
   (c) How far can the station go providing merchandising service to advertisers?
   Speaker: Max E. Buck, manager, WRCA-TV New York.
   Moderator: R. David Kimble, account executive, Grey Adv., New York.
   15-minute question and answer period following.

10:15 a.m.—15-minute break.

10:30 a.m.—Round table discussions (table-hopping invited).
1. Independent radio station promotion.
Table leader: Samuel Elber, director of promotion, WERE Cleveland.
2. Uhf station promotion.
Table leader: Robert Van Roo, promotion manager, WXIX Milwaukee.
3. Entries in competitions for citations and awards, and advertisers' promotion contests—pros and cons.
Table leader: Roy C. Pedersen, promotion manager, WDAY-AM-TV Fargo, N. D.
4. Trade paper advertising.
Table leader: R. David Kimble, Grey adv., New York.
5. How to promote feature films and syndicated film packages.
Table leader: Joe M. Baisch, general manager, WREX-TV Rockford, Ill.

12 Noon—Lunch.
Business session to complete organization of Broadcasters' Promotion Assn.
Election of officers.
Adjournment.

Committee Tells NARTB Strategy Against AT&T

Action of Assn.'s Television Transmission Tariffs Committee during impending bid in 1955 for higher tv transmission rates revealed in minutes meeting entered in record of House Antitrust Subcommittee.

THE television industry's Fabian strategy against the formidable American Telephone & Telegraph Co.'s impending bid last year for higher tv transmission rates is highlighted in a document which has been entered in the hearing record of the House Antitrust Subcommittee.

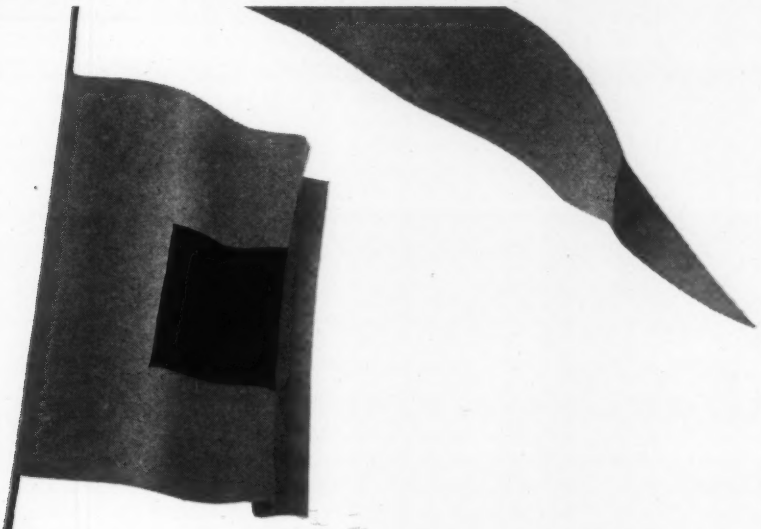
The entry, made in connection with testimony by two broadcasters before the congressional subcommittee in New York last September [B•T, Sept. 24], consisted of the minutes of a meeting of NARTB's Television Transmission Tariffs Committee Sept. 13, 1955, in New York.

The two broadcasters, Walter C. Bridges, WEAU-TV Eau Claire, Wis. (ch. 13), and Vance L. Eckersley, WGBI-TV Scranton, Pa. (ch. 22) expressed fear of Sec. 4.631 (c) of the FCC's rules, which requires that a station discard its private relay system when AT&T service is made available.

At the 1955 meeting, the NARTB committee, headed by CBS Inc. Vice President Richard Salant, discussed the possibilities before the industry in (1) attempting a reduction of AT&T rates at that time and (2) forestalling an anticipated AT&T bid for a tv transmission rate increase of up to 49%.

The FCC has had under consideration since 1948 but has taken no final action on a proposal to investigate the "reasonableness" of AT&T charges for video transmission.

The 1955 meeting was attended by Mr. Salant; Joseph A. McDonald, NBC.; William Trevarthen, ABC; James Ebel, KOLN-TV



when the STORM WARNINGS go up . . .
will your ANTENNA TOWER be ready?

This simple periodic check could prevent damage to your tower . . . keep your station from being knocked out when hurricanes, gales or ice storms hit. Published as a service to the Broadcasting Industry by Dresser-Ideco Co., designers and builders of antenna towers. *Clip and save this page or write for reprints.*

check tower alignment, which is quickly done with a transit by a surveyor. If your guyed tower is out of alignment, call in a competent erector to re-align. Self-supporting towers seldom go out of alignment . . . consult the designer of your tower if this occurs.

check tightness of all nuts and bolts.

inspect for bent members and have any you find replaced immediately by the tower manufacturer or a competent tower erector.

secure all transmission line supports.

inspect antenna supports for correct positioning and tightness.

● Simple and easy, isn't it? And well worth many times the cost in peace of mind and assurance when storms strike. Check twice a year is our recommendation . . . before and after the stormy season in your area. And if you're blessed with a less vigorous climate, once a year should be enough.

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NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Lincoln, Neb.; Lee B. Wailes, Storer Broadcasting Co.; Chris J. Witting, then Westinghouse Broadcasting Co., and Thad Brown, Joseph Sitrick, Dan Shields and President Harold E. Fellows, all of NARTB.

TTTC was told it had the alternatives of (1) meeting occasionally to show its muscles as a "holding action" on the AT&T move to boost rates; (2) dissolving, and (3) engaging counsel for an "active" campaign against a rate increase.

Members were told that AT&T had a "caravan" attempting to "sell" tv stations around the country on the value of AT&T services. It was estimated $40,000-$50,000 would be needed to determine if NARTB had a case against AT&T and $250,000 to conduct a "full hearing" before the FCC. A 49% increase in the current rates would mean an added $20 million to the industry yearly in transmission costs, it was said.

Mr. Trevarthen felt the industry's only recourse was to "discredit" AT&T figures, since the public would have little sympathy for an industry which has been publicized in terms of great financial success.

Mr. Salant said Western Union eight months before had proposed the networks and WU form a corporation to duplicate AT&T services, estimating this could be done for one-third the AT&T costs, but WU wasn't able to back up its estimates with figures, he said, adding that a study to get these figures would cost $500,000. WU also overlooked serious economic, engineering and legal problems involved in such a move, he said. Such a system would take two to three years to set up and would be obsolete in from four to five years, he said, concluding that AT&T "really has no competitor."

W. D. Rogers Jr., WDUB-TV Lubbock, Tex., unable to be present, sent a wire suggesting "we play all the delayed tactics in the book" to hold back the AT&T proposal, adding that with the growth of tv AT&T's complaint that it is getting less return from its investment than formerly is "without point of argument" and, anyway, AT&T is "anxious" to maintain "top relations with our industry."

Mr. Salant felt that if too many stations have their own relay systems, AT&T rates might go up for those remaining on AT&T lines. He felt Congress would have to sanction increased use of private relay systems.

Mr. Ebel thought the industry should keep several irons in the fire to keep AT&T "off balance." He suggested a public relations campaign, an engineering study of private relay network systems, the Western Union proposal and a study of the FCC's material on the subject. Mr. Salant was agreeable to this, but felt AT&T should understand the industry is ready to call its bluff.

Mr. Wailes thought AT&T probably is "away ahead" of TTTC in figuring out the industry's possible alternatives to AT&T service.

Mr. Ebel felt any of the proposals would be expensive and would have to be financed by the networks and larger tv stations.

Mr. Trevarthen felt that an experiment to determine the cost of duplicating AT&T service might be carried on in one section to keep down extra expenses—from Los Angeles to San Francisco, for example, but Mr. Ebel said AT&T would point out any example as an exceptional case.

Mr. Brown felt the present makeup of the FCC represents "more than ever the common carrier viewpoint."

Mr. Fellows told the group the mere existence of TTTC was a "reasonable threat" to AT&T, but that NARTB could "scare" AT&T "just so far." Pointing to the possibility of making it an all-industry effort instead of an NARTB project (once considered, but discarded), Mr. Fellows thought an all-industry group would show AT&T that the industry is prepared to fight.

The committee decided to seek approval of the NARTB Tv Board for a plan which would use voluntary contributions instead of NARTB general funds for the proposed $50,000 initial study and (if deemed necessary) the projected $250,000 to conduct a full hearing before the FCC. (A New York law firm, Cravath, Swaine & Moore later was engaged for the preliminary study.)

A four-man subcommittee was named to draft the resolution to the Tv Board; meet with Harold Cowgill, chief of the FCC Common Carrier Bureau, to discuss material on AT&T rates in Commission files, and to draft a letter to tv members of NARTB requesting contributions for the initial $50,000 fund. There were some suggestions the brunt of this amount might be borne by the networks and the 20 or 30 largest tv stations.

Named to the subcommittee were the three network representatives and WBC Mr. Witting (since moved to the parent Westinghouse Electric Corp.), who were to be accompanied by NARTB's Mr. Brown on the visit to Mr. Cowgill. It was explained that the plan should be kept secret until and unless approved by the board, because publicity, in case of disapproval by the board, would be "disastrous" to TTTC work.

Also entered in the congressional subcommittee record were the results of a FCC staff study, dated March 11, 1955, conducted by Mr. Cowgill, indicating the FCC had no reason for delaying formal FCC proceedings on reasonableness of AT&T rates on grounds of lack of personnel. The staff study said AT&T would have the burden of demonstrating reasonableness of the rates, with the FCC staff in position to ask for any other information it wants and cross-examine AT&T if desired. The proceeding would be no more complex than many other FCC projects over the years, the staff report said, and could be done with 15 persons over two man years at a cost of $17,500. A projected timetable for a final decision gave the study 12 months (March 15, 1955, to March 15, 1956). The question, therefore, is on the question of lawfulness of the AT&T rates and whether the matter warrants a formal proceedings, the staff report said.

The FCC later, on Nov. 30, 1955, decided

A message from a distinguished soldier: GENERAL JAMES A. VAN FLEET

Why our National Security Depends on Strong Railroads

"The railroads of the United States are a great basic military asset. They are as much a part of the military strength of the nation as our Army, Navy, Air Force, and Marines, because none of these great armed services could long operate without the logistical support which railroads provide."

So says General James A. Van Fleet, U. S. Army (Ret.), former Commander of the 8th Army in Korea.

"Therefore," he points out, "we have now and always will have vital need for strong, vigorous, progressive railroads, with reserves of traffic capacity and trained manpower upon which the Armed Forces can draw for their own combat and strategic requirements. *To maintain such a rail plant in readiness, it must be used in peacetime.*"

That's one vital reason why it is important to you – and to the nation – that our public policies should give to railroads equal treatment and opportunity with other forms of transportation. Then each form can do for you the things which it does best, and America's modern railroads will be able to serve you with increasing efficiency and economy.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.

to take no action pending further studies and findings.

An NARTB interoffice memorandum in June 1954, also entered in the record, cautioned the association against any rash action in petitioning the FCC for action on the proceeding, on grounds of expense and complexity. The report noted NARTB has no evidence except complaints of broadcasters on high costs and expressed the opinion that many of these were "prompted" by Raytheon Corp., which it said was in the "microwave business" and "they are pushing for all they are worth, including formally trying to get our support."

DEFENSE OF MUSIC-NEWS MADE BEFORE N. J. ASSN.

WBC's McGannon, in speech to New Jersey broadcasters, defends maligned format, predicts big radio year ahead.

THE COMING YEAR will give broadcasters their "second chance to establish radio" and can be turned into a year of "great success . . . a year in which we will bring a new dimension to radio," Donald H. McGannon, president of Westinghouse Broadcasting Co., told the New Jersey Broadcasters Assn. last Thursday.

Jerome P. McCarthy, WTOA Trenton, was named president of the New Jersey Assn., succeeding Gordon Giffen, WKDN Camden. John G. Struckell, WWBZ Vineland, was elected vice president, and Bob McDougal, WAAT-WATV (TV) Newark, was named secretary-treasurer. Retiring President Giffen joins the executive committee. Next meeting of the association will be held next spring at Rutgers U., New Brunswick.

Speaking at the group's annual dinner meeting Thursday night at Trenton, Mr. McGannon also came to the defense of so-called "music and news stations," and struck out at suggestions that reductions in power be given to what some critics have called "electronic jukeboxes." Suggestions of this sort are "reckless," particularly in the absence of evidence that stations have defaulted in their obligations, and in the absence of "any definition of terms," he charged.

He did not identify the authors of such suggestions, but John B. Poor, Mutual president, said in a speech to the Radio & Television Executives Society in New York a fortnight ago that ". . . it might not be a bad idea, as this is of purely local importance or significance, to restrict all music and news stations to 1,000 w or 250 w, something like that, and give the stations that really are performing a public service the big power frequencies and give them the power so that they can really go out" [B•T, Nov. 5].

Mr. McGannon said he was "not at all reluctant to indicate that the music and news format is a completely sound and proper method, in my judgment, of operating a radio station." He said, "It is being met with tremendous acclaim on the part of the public. Nobody likes music and news but people.

"The listener has come to rely on radio as a service medium, but if it is to serve truly, it must serve in a local manner," said the head of WBC, whose own radio stations gave up their NBC affiliations in favor of independent operation a few months ago. He pointed out that WBC stations had their own reporters on the scene for direct-line coverage of such recent major stories as the political conventions and the elections, and broadcast directly from the United Nations Security Council and General Assembly sessions on Egypt and Hungary.

Speaking on "1957: a New Dimension in Radio," Mr. McGannon called upon broadcasters to approach "with deadly seriousness and determination" the task of building radio "so that it will be virtually impregnable against any sort of factors or changes which might attack it in the future. Let us plan and project creatively to bring this medium into its rightful position of fundamental service to the public. . . .

"Radio is not only far from disappearing or dying or declining, but rather has grown bigger and healthier than it ever was in its biggest heyday. For example, in 1945, at the end of wartime and before there was any national tv set density, the leaders in the broadcasting industry were sitting around saying that they never had it so good with a gross revenue of $425 million."

Yet, he continued, radio's gross revenues continued to mount from year to year, reaching an all-time peak of $624 million in 1952. Radio's income has come down somewhat from that peak, but even at its lowest post-1952 level "it represented revenue of $121 million over the 1945 level." He saw 1956 as being "in all probability the peak year for national spot and local income."

FIRST meeting of new NARTB Membership Committee was held Thursday in Washington. Taking part were (l to r), seated: Co-chairmen J. Frank Jarman, WDNC Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore, and standing: Robert T. Mason, WMRN Marion, Ohio; William Holm, WLPO LaSalle, Ill.; Ben Sanders, KICD Spencer, Iowa; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Joseph E. Baudino, Westinghouse Broadcasting.

Record 2,158 NARTB Members Reported at Committee Meet

MEMBERSHIP of NARTB has reached an all-time high of 2,158, the association's Membership Committee was told at a Thursday session in Washington by Everett E. Revercomb, secretary-treasurer. A new drive is expected to increase the figure.

J. Frank Jarman, WDNC Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore, committee co-chairmen, presided at the meeting. They directed discussion of the membership campaign and reviewed details of the drive, which is being conducted by board members in conjunction with Jack Barton, NARTB station relations manager, and his staff.

Mr. Revercomb reported a net gain of 137 members in a year, with 104 new am and 41 tv stations joining and eight associate members withdrawing. Membership now comprises 1,358 am, 334 fm affiliates of am stations, 23 fm-only, 317 tv, 119 associates, three tv networks and four radio networks. He said 294 stations subscribe to the television code. There are 32 special service subscribers who take NARTB informational reports.

Since last Aug. 16, Mr. Revercomb said, the association has acquired 65 am, 2 fm-only and 12 tv station members plus 11 tv code subscribers.

Attending the meeting, besides the co-chairmen, were Robert T. Mason, WMRN Marion, Ohio; William Holm, WLPO LaSalle, Ill.; Ben Sanders, KICD Spencer, Iowa; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Joseph E. Baudino, Westinghouse Broadcasting Co. Absent were James H. Moore, WSLS Roanoke, Va.; Harold P. See, KRON-TV San Francisco, and W. D. Rogers, KDUB-TV Lubbock, Tex. NARTB staff also participated.

"I rely on Ad Age to keep me posted"

says **ALBERT G. WADE, II**
President
Geoffrey Wade Advertising

"Advertising Age is a 'must' every Monday morning. I rely on it to keep me posted on the latest developments in our industry—its comprehensive news coverage plus the many feature sections make it not only interesting, but factual and worth while reading."

ALBERT G. WADE, II

Mr. Wade began his advertising apprenticeship in 1937 as a continuity writer for radio station WLS. He later became a program producer and in 1939 joined the Wade Agency as a copywriter. In 1942 he developed the radio package show "Quiz Kids" with the originator, Louis G. Cowan.

During World War II, Mr. Wade served the Office of War Information as Chief of Radio Section for Propaganda in the Balkans and Middle East. After the war he rejoined the Wade Agency as assistant general manager in charge of radio and television. In 1951, following the death of his father, Walter A. Wade, Jeff Wade assumed active management of the agency.

Keeping posted on fast-moving advertising and marketing news, trends and developments is a "must" for most top executives today. That's why you'll find a majority of the important ones—who are important to you—relying every week on Advertising Age. There's something about AA's dynamic news coverage, its timely portrayals of current trends and problems that rates top readership—not only in the homes and offices of those who *activate* important market-media decisions, *but in those of executives who shape these decisions.*

Take Geoffrey Wade Advertising, for example. In 1955, it ranked 25th among the top 36 agencies in radio-tv billing, with an expenditure of $11 million.* Among its heavy broadcast advertisers is Miles Laboratories, which placed an estimated $3,089,500 in spot tv for the first six months of this year, and $2,059,987 in network advertising.**

Every week, nine paid-subscription copies of Ad Age get read, discussed and routed among important decision-shapers at the Wade agency. *Further, seven paid-subscription copies* reach the advertising, sales and other management executives at Miles Laboratories.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*Broadcasting-Telecasting's 1955 report
**N. C. Rorabaugh Co. for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

ABC ABP NBP

MACON'S BOOMING . . .
AND WMAZ & WMAZ-TV
COVER IT MOST
EFFECTIVELY!

388 million retail dollars spent last year in Middle Georgia. Population up 100% in last decade. New industries, rich farms. Capital of this thriving market — Macon, home of WMAZ and WMAZ-TV.

Remember, Atlanta only knocks at the door . . . gives only fringe coverage. WMAZ and WMAZ-TV take you inside, deliver the whole booming market. To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5
WMAZ-TV
Channel 13 — CBS-ABC-NBC
Represented Nationally by
AVERY-KNODEL
INCORPORATED

PANEL PARTICIPANTS SET FOR RTNDA MEET

Radio session at Milwaukee convention to be headed by Charles Day, WGAR Cleveland, and Jack Knell, WBTV (TV) Charlotte, N. C., will be chairman of tv workshop.

PANEL participants have ben set for radio-tv workshops at the forthcoming Radio-Television News Directors Assn. annual convention in Milwaukee, with advance registration of 150 for the three-day sessions starting Thursday.

The radio session that afternoon will be be headed by Charles Day, WGAR Cleveland, with panelists including George Comte, manager of radio-tv, The Journal Co. (WTMJ-AM-TV Milwaukee), and Mrs. Grace Abrahamson, president of Milwaukee County Federation of Women's Clubs and vice president-program chairman, Milwaukee County Radio-Tv Council.

Jack Knell, WBTV (TV) Charlotte, N. C., will be chairman of the tv workshop panel Friday afternoon featuring William Monroe Jr., WDSU-TV New Orleans; William Small, WHAS-TV Louisville; Robert Shafer, WCCO-TV Minneapolis, and Francis E. Whitmarsh, WBZ-TV Boston.

Key speakers at the convention, to be held at Milwaukee's Plankinton House, include NARTB Pres. Harold E. Fellows, Saturday banquet speaker; Sig Mickelson, CBS news and public affairs vice president, who will keynote the opening session Thursday morning, and Sol Taishoff, editor-publisher of B•T, Thursday luncheon speaker [B•T, Nov. 5].

While not officially on the agenda, the controversial issue of free and equal access to courtroom, congressional and other public proceedings is likely to arise during the convention, along with coverage activities involving international news. Announcement of the first annual Paul White award, named for the late veteran newsman and RTNDA awards, presented in cooperation with Northwestern U.'s Medill School of Journalism, will highlight Saturday activity.

Complete agenda follows:

Wednesday, Nov. 14

2 p.m.—Board Meeting, Chinese Room.
7-9 p.m.—Registration, mezzanine.
8-11 p.m.—Pre-convention reception, sponsored by Pabst Brewing Co., Pabst Blue Ribbon Hall, Milwaukee.

Thursday, Nov. 15

8:30 a.m.-5:30 p.m.—Registration, mezzanine.
9:30 a.m.—Opening session (Lotus Room), keynote speech by Sig Mickelson, CBS vice president in charge of news and public affairs.
12:30 p.m.—Reception and Lunch (Pfister Hotel), sponsored by Sears, Roebuck & Co. Welcoming address by Mayor Frank P. Zeidler of Milwaukee. Main address by Sol Taishoff, editor-publisher of B•T.
2 p.m. — Radio Workshop session (Lotus Room). Charles Day, WGAR Cleveland, Ohio, as moderator, and including as participants George Comte, manager of radio-tv, *The Journal Co.* (WTMJ-AM-TV Milwaukee); Mrs. Grace Abrahamson, president of Milwaukee County Federation of Women's Clubs and vice president-program chairman, Milwaukee County Radio-Tv Council, and an agency representative to be announced.
6:30 p.m.—Reception and dinner, sponsored by Jos. Schlitz Brewing Co., Schlitz Country Club Bldg., Milwaukee (transportation furnished by General Motors Corp.)

Friday, Nov. 16

9 a.m.—Business session and election of officers, Lotus Room.
12:30 p.m.—Reception and lunch, sponsored by Miller Brewing Co., Miller Inn, Milwaukee. Address by John Fisher, Canadian Tourists' Assn.
2 p.m.—Television Workshop session (Lotus Room). Jack Knell, WBTV (TV) Charlotte, N. C., as moderator, and including as participants William Monroe Jr., WDSU-TV New Orleans; William Small, WHAS-TV Louisville, Robert Shafer, WCCO-TV Minneapolis and Francis Whitmarsh, WBZ-TV Boston.
6:30 p.m.—Reception and dinner, sponsored by Chrysler Corp., Sky Room.

Saturday, Nov. 17

8 a.m.—Network breakfast (room not announced).
10 a.m.—Weather reporting roundtable (Lotus Room). Tom Eaton, WTIC Hartford, as moderator. Address by Ted Gleiter, U. S. Weather Bureau.
11:30 a.m.—Address by Nezih Manyas, assistant director of Turkish Information Office.
12:30 p.m.—Reception sponsored by Ford Motor Co. (Sky Room).
1 p.m.—Luncheon sponsored by Allis-Chalmers (Sky Room). Address by Charles Campbell, director, British Information Service.
2:30 p.m.—Critique of award-winning presentations, Lotus Room.
6 p.m.—Reception (Sky Room) sponsored by WTMJ-AM-TV Milwaukee.
6:30 p.m.—Annual RTNDA banquet. Address by NARTB President Harold E. Fellows. Announcement of winner of first annual Paul White Award and RTNDA awards presented in conjunction with Northwestern U. (Jack Shelley, WHO-AM-TV Des Moines, awards chairman.)

Sunday, Nov. 18

9 a.m.—Board meeting (Chestnut Room).

U. S. Reliance on Radio Stressed by CBS' Hayes

RADIO is a "necessity" for the American people and a medium of efficiency and economy without equal for the advertiser, Arthur Hull Hayes, president of CBS Radio, said in a speech prepared for delivery before the Detroit Adcraft Club last Friday.

He cited the public's reliance on radio as indicated by such factors as the extent of listening (the equivalent of two working days per week per family), the number of sets in the U. S. (142 million), the rate of new radio set purchases (more than 14 million this year, or more than twice the number of tv sets bought), and actual surveys on the subject (49% of those queried said radio was a necessity as compared to 23% who put tv in that category).

100 mw or ONE watt

Buy the Power You Need!

ONLY Raytheon TV microwave links offer you this choice

PLUS THESE FEATURES

- **Simultaneous transmission of monochrome or full NTSC color plus program audio**
- **Rugged, versatile—for portable or fixed installations**
- **Available in 6,000, 7,000, 13,000 Mc bands**
- **Uses stable, long-life klystron**

Raytheon KTR-100 series (100 mw RF output) TV microwave links provide reliable, high quality transmission of video and audio at lowest cost. When you need additional power to overcome "grazing" conditions or for longer hops, the extra 10 db power output of the KTR-1000 series (one watt RF output) meets your requirements.

Only Raytheon gives you this choice. You buy the power you actually need; and if lower power does the job, you save up to 25%.

For broadcasters and common carriers Raytheon KTR links provide outstanding service—proved by excellent performance in nearly 200 television installations.

You will be interested in further information on the complete KTR series. Write Dept. 6120 for complete data.

RAYTHEON

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Department, Waltham 54, Mass.

Excellence in Electronics

THEY'RE PUTTING MUSCLE IN THE CODE

A B•T Interview with NARTB Tv Code Board Chairman G. Richard Shafto

Q. To start at the beginning, how old is the Television Code?

A. It's been in effect for four and a half years.

Q. And you've been chairman of the Code Review Board for how long?

A. I've been chairman of the Code Review Board well over a year, since June 1955, and have served as a member of the Code Board since June 1954.

Q. Just to get it on the record, how many stations are members of the Code?

A. There are 293, plus the three networks.

Q. Why don't you have the other 200 tv stations?

A. We find there are some stations which have adopted operating policies that prevent their complying with the standards of the Code —and for that reason they are not eligible to become subscribers. For example, we find some stations in some communities selling television announcements for prices comparable to the price of radio announcements. Due to the high cost of operating a television station, these stations find themselves required to place five or six announcements back to back. They say they cannot survive and meet Code standards.

We have no practical aspiration that the total number of operating television stations will all be Code subscribers. There will always be stations that will operate by different standards—if you will, lower standards—which the Code Review Board will not accept as subscribing members.

Q. Isn't that a stigma for those stations that don't have the Code?

A. Not necessarily. This is a pretty democratic country and those stations may be rendering a service to their communities which might not otherwise be rendered unless they had the economic wherewithal to continue their operations. They have educated their public to that manner of telecasting, and at least they endeavor to convince us that their public does not find it objectionable. Therefore, they hold different views from the majority of stations which seek and desire to conform to the standards set up in the Code.

Q. In the entire history of the Code since its adoption in March (I think it was) 1952, has there been any punitive action taken against any station?

A. There has not.

Q. How many stations in the entire history of the Code have resigned?

A. Five or six have resigned during the past year because of their non-conformance, or difference in policy with the Code Review Board. There were several drop-outs in prior years because of nonpayment of dues.

Q. Do you think the Code has accomplished anything?

A. We have seen some very tangible evidence of the Code's accomplishments.

We've seen network programs that have changed their commercial content to conform to the Code time limitations. We have seen questionable performances of dramatic programs wherein the producers have been warned about repetition. Recently, stations have rejected tens of thousands of dollars in revenue.

Q. What kind of business is this?

A. Intimate personal products advertising; there have been double-product or piggy-back announcements; there has been pitch advertising, and to some extent commercial religious programs.

Q. What do you mean by personal products?

A. Intimate personal products, those connected with feminine hygiene, for example. Recently the Code Board issued an interpretation on hemorrhoid remedies as being in that intimate personal product class and it has resulted in substantial cancellations around the country for one particular product which was advertised on a national basis.

Q. How do you justify the fact that the Federal Trade Commission might approve of this product or has not brought any action against it?

A. The Federal Trade Commission is distinguished from the Code

THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

MINNESOTA MINING AND 3M COMPANY MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

MAN ON A 21-INCH HOT SPOT

MR. SHAFTO

THERE's no more thankless job than the chairmanship of NARTB's Tv Code Review Board, but a lot of broadcasters are thankful that the assignment is being handled by G. Richard Shafto, WIS-AM-TV Columbia, S. C. Mr. Shafto has been in industry hot spots for over two decades, helping to pioneer such undertakings as Broadcast Music Inc. and other activities.

Once a radio ham and later "Sparks" on oil tankers, he worked with RCA Labs, Western Electric and Graybar before joining WIS in 1932 as general manager. He has served a number of terms on the NARTB and predecessor NAB boards and was chairman of the NBC Stations Planning & Advisory Committee.

In 1954 NARTB President Harold E. Fellows named Mr. Shafto to the Tv Code Review Board and elevated him to chairman in the spring of 1955 after the term of the first chairman, John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich., had expired. Mr. Fetzer stayed on several months in an *ex officio* role.

A quiet executive of extensive experience, Chairman Shafto has devoted much time and energy to the Code.

in this substantial respect: The Federal Trade Commission is chiefly concerned with truthfulness of advertising. We did not rule on the truthfulness of the advertising. We ruled on the fact that the product was of intimate personal nature which was not a fit subject for discussion in mixed company in the living room. It might be acceptable for other advertising media but it was just not suited for television.

Q. Are your standards essentially the same as those of the FTC?

A. Both our standards and those of the Federal Trade Commission deal with truthfulness in advertising. In addition, the Code concerns itself with standards of good taste and the program responsibility of the broadcaster.

Q. Could a station comply with the Code and still be under fire from the FTC?

A. I don't believe that he could be in violation of the Federal Trade Commission and comply with the Code.

Q. But suppose the FTC comes up with a new ruling against an advertiser like the recent liver pills decision?* Many stations may have carried that advertising in good faith.

A. That gets back to the portion of the Code that deals with truthfulness in advertising. Here we have an authoritative body which declares a particular piece of advertising, based on technical standards, to be untruthful. If a station persists in carrying that advertising, thereafter—he becomes in violation of the Code.

Q. In the light of the Federal Trade Commission's action on the liver pills, would the Code Board notify its subscribers of the FTC's activity and ask them to be guided accordingly?

A. The Code Board is constantly doing just that in each and every bulletin to its subscribers. The bulletin last month notified all subscribers of the latest FTC cease-and-desist order.

Q. What are your views on the Federal Trade Commission's entry into the field of monitoring broadcast programs?

A. We feel that anything that makes all of us in the industry more conscious of the fact that the public demands and expects good programming performance should not give us concern. Membership in the Television Code is the best indication that a vast majority of the stations in the country desire and endeavor to conduct their stations in such a manner as to please the public. If the Federal Trade Commission should discover broadcasting practices which are untruthful

*** Federal Trade Commission on Oct. 12 announced it had found that Carter Products Inc. misrepresented the curative powers of Carter's Little Liver Pills. This was the second such ruling by the FTC on this product; the first ruling was in 1943.**

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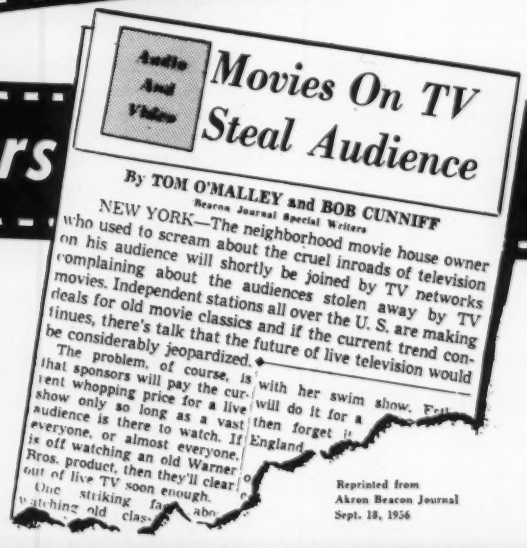
*Videodex Sept. 1956


Audio And Video

Movies On TV Steal Audience

By TOM O'MALLEY and BOB CUNNIFF
Beacon Journal Special Writers

NEW YORK—The neighborhood movie house owner who used to scream about the cruel inroads of television on his audience will shortly be joined by TV networks complaining about the audiences stolen away by TV movies. Independent stations all over the U. S. are making deals for old movie classics and if the current trend continues, there's talk that the future of live television would be considerably jeopardized.

The problem, of course, is that sponsors will pay the current whopping price for a live show only so long as a vast audience is there to watch. If everyone, or almost everyone, is off watching an old Warner Bros. product, then they'll clear out of live TV soon enough.

One striking fa... abo... watching old clas... with her swim show. Fell will do it for a then forget it England.

Reprinted from Akron Beacon Journal Sept. 18, 1956

WAKR-TV • WAKR-RADIO
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

or displeasing to the public—and which we have not been able to detect in our monitoring—we would welcome knowledge of them.

Q. Isn't that a very dangerous area of activity for a government agency to get into? Doesn't it verge on censorship?

A. I think it becomes dangerous only to the extent that we decline to regulate ourselves voluntarily. I have no fear of government censorship as long as we do what in our own good judgment and experience constitutes good programming.

Q. Have you ever contacted advertisers or advertising agencies in connection with complaints from the public or reports by your monitoring?

A. We've had many conferences with advertising agencies, but for the most part they have come to us. Again bearing in mind that we are not an enforcement agency, they have come to us because of station unwillingness to accept their advertising copy or because of complaints which came to them from the station or because of interpretations that the Code Review Board has made.

Q. Is there any commercial religious problem in connection with the Code?

A. There have been several commercial religious programs brought to the attention of the Code Review Board. I don't think that they constitute a problem.

Q. Do the commercial religious broadcasts conform to the Code?

A. The Code suggests that the stations should not sell their time for commercial religious programs. That counsel is suggestive rather than prohibitive, and the individual station must determine its own policy in that regard.

Q. Have there been public complaints or complaints from religious groups which object to this kind of broadcasting?

A. Our complaints have largely come from religious groups who find themselves unable to secure commercial time on television stations. They have made representations to the Code Board that the suggestion that stations not sell their time for religious programming be modified. The Code Review Board has not seen fit to make any such modifications.

Q. Let's go back to some of these production matters which you described very briefly a moment ago. We'll confine it to the networks. Can you be specific about the kind of presentation on the networks that has been found objectionable by the Code Board?

A. There were instances of offensive language and there were cases of a racial character which caused rather widespread objections from viewers. Other cases involved indecent dress and dance routines.

Q. Did these instances occur on the air and were they criticized after that presentation or is there some system in effect by which people submit material in advance of the performance for preview by the Code?

A. There is no previewing technique involved in the Code.

Q. So each of these instances actually took place on the air?

A. They did. But bear in mind that there is such a close understanding between the staff of the Television Code Review Board and the continuity acceptance departments of the three networks that it might safely be said that the vast majority of objectionable material is weeded out—by discussion—before its production on the network level. These were the overflow; they were either borderline cases or outright slips.

Q. Before the adoption of the Code there was considerable discussion — I recall even Congressional hearings—about the alleged abundance of blue material on tv comedy shows and the rather widespread use of the undraped female form. Is there any problem with those two now?

A. Neither is a serious problem at this time. But extreme precautionary measures have been taken by the continuity acceptance departments of the networks with the individual producers and in some cases with the individual performers who were primarily guilty.

Q. This discussion has been confined to network programs. Is there a similar application with regard to syndicated film?

A. In the case of syndicated film, as you are aware, we have been carrying on negotiations with the Alliance of Television Film Producers, whose members produce approximately 75% of the new syndicated film in use by television stations today. We've made very satisfactory progress. Specifically, the Alliance has adopted the Code as its standard. We are now in the negotiation stages of their setting up an office and establishing a liaison and bringing their members into formal membership in the Television Code. Of course, whatever privileges are accorded

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LEADS IN 72% of the rated quarter hours from 6:30 P.M. to 10:00 P. M. Thursdays.

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CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

the Alliance will likewise be made available to all television film producers.

Q. Has there been, to your knowledge, any case of a television station censoring out of a syndicated film material which it felt was objectionable or refusing to show the film?

A. There have been very limited instances in the case of syndicated film. You should bear in mind that syndicated film is prepared specifically with television in mind. There have been innumerable cases with respect to feature films which were prepared primarily for theatre showing.

Q. If stations are finding in feature films material which is objectionable under the NARTB Television Code, is it logical to assume then that this Code is much stricter in its application than the movie code?

A. There is no question about that.

Q. What's the reason? Why is there a difference between material acceptable on the air and material that is considered all right for theatre exhibition?

A. Our experience has taught us that a difference exists. First, in the earlier days of television a large portion of the program content came from feature films, practically all of which had been passed by movie boards of censors. Yet they were found to contain abundant amounts of material which viewer complaints showed to be objectionable. Having seen the practical effect — namely that there was a distinction between the film intended and accepted for showing in the theatre and the same film as shown in the living room—we have come to the conclusion that there is a sharp distinction between theatre program fare and programming that is acceptable for television showing. We attribute that distinction to the fact that the television performance is substantially a family group performance; it is more intimate, it is in the home, often occurs in family groups of variable ages. There is less opportunity to pre-select among that group what is acceptable and what is not acceptable. Finally, I think that because of the very nature of television and its impression or sales impact upon its viewers, we must establish a more stringent code for the living room than we have for the theatre.

Q. You mentioned the particular problem of the films that were originally made to be shown in the theatres. Does each station edit those films itself or does it get them already edited for tv use?

A. The responsibility is with each station to review its own film, and in practice most stations do edit and time these films for production purposes as well as to determine the quality of the print, because many of those prints are so old and beat up. The Code Review Board screens those feature films about which we have had complaints. Several film distributors have requested our opinion following such screenings, and have made deletions of objectionable material before shipment to stations.

Q. Have you given any thought to setting up preview machinery similar to the motion picture industry's code board, to provide clearance at the source, so to speak?

A. A great deal of discussion and thought has been given that. It has been the conclusion of the Television Code Review Board that previewing is not within the concept of our operations and that it would constitute an impractical task.

Q. Do you think that previewing would be too expensive, or that the problem is really not very important?

A. Initially, it was more important than it is today. Experience has taught producers what constitutes good program material for television. Previewing would involve the clearance of scripts before production—and the examination of thousands of films. It would be a terrific task, and it is doubtful that this industry is prepared to sustain the cost of previewing.

Q. Would you refuse to give an advisory opinion to a subscriber?

A. Not at all. We're continually engaged in giving advisory opinions to subscribers.

Q. Would you look at a particular film program, for example, in advance? Or read the script and say that you feel this is not within the Code or that the Code was violated?

A. Within reasonable limitations. You should never lose sight of the fact that the Code Board is not a censorship body. The station operator is the one in the final analysis who must determine the acceptability of what it is going to put on the air. We're happy to give advisory opinions to a reasonable extent within the capacity of our staff.

Decisions in Advance

Q. The charge has been made that the Code Board refuses to help stations decide in advance whether to accept or reject specific advertisements. Is that so?

A. We think such a charge is unfounded. The Code Board will always give to subscribing stations its interpretation of the Code with respect to any problem. Thereafter, the station must, of course, make its own decision to accept or reject.

Q. The word is around the industry that the Code Board has several persistent violators who refuse to conform with the Code, but still show the seal. Why don't you kick them out?

A. We are moving in that direction. However, we must abide by the Code regulations which require that we first fully inform the station of complaints against it. Next, we must discuss these complaints in detail with the station manager. Finally, we bring formal charges to the Television Code Review Board against these persistent violators.

We have thoroughly monitored some stations on two occasions and our staff is now calling upon them to point out their defections by time and date. We shall bring formal charges to withdraw the Code seal if necessary. However, that is a long procedure, and we have adopted the policy of asking non-conforming stations to resign from the Code without prejudice. We hope that they will then improve their operations and eventually return as Code subscribers.

Q. If someone resigns will you announce it?

A. No, we feel that to be unfair. However, it is possible to deduce which stations resign, since the Code Board publishes a list of its subscribers. We have no desire to make a public example of a station which in good faith resigns until it can conform. It is much

We have not discovered bait-switch advertising on any U.S. tv station

more difficult to conceal the identity of a station against which the Code Review Board brings formal charges.

Q. How many stations are in this stage of persistent violations of the Code?

A. We have three stations in the East who are known to have persistently violated the Code and possibly others scattered throughout the country. We have not yet completed full monitoring reports on every Code-subscriber station.

Q. These three stations which you mentioned as being under close scrutiny, are their violations in respect to the production parts of the Code or to the commercial parts?

A. They are almost entirely in the area of time standards and excessive commercial activity.

Q. You say these three persisting violators will be permitted to resign without prejudice so that they can conform and come back. Does that mean that they have contracts that must run before they can clean up their stations?

A. When we speak of persistent violators, we're thinking in terms of the willful violators and we're asking the willful violator to resign. Where the only violation is in the form of a contractual commitment with a definite time to run and beyond that time there will be conformity, we would not anticipate asking that station to resign.

Q. Has any station ever resigned from the Code?

A. Five or six have resigned because of non-conformance with Code provisions.

Q. Over what period of time?

A. They have occurred in recent months. They all resulted from our monitoring, which has become very extensive during 1956.

Q. So buttoning this up then, you'd say five or six stations have resigned from the Code within the last several months and that another three are under very close scrutiny and may be asked to resign unless they bring their practices into conformity with the Code?

A. That is correct. I think on the affirmative side I should state that twice that number of stations were under careful scrutiny. By cooperation with our staff, these stations have changed their practices and now conform to the Code. So—there has been a degree of salvation.

Q. How serious is the bait-switch advertising problem?

A. There is no bait-switch advertising on any television station in the United States that we have been able to discover by monitoring, and every Television Code subscriber in the United States has responded in the negative to a telegram as to whether he was carrying bait-switch advertising.

Q. Has the Better Business Bureau said anything on that subject?

A. I understand that several Better Business Bureaus, which initially charged telecasting with considerable bait-switch advertising, have modified their stands. I believe that Lowell Mason, former member of the FTC, made a subsequent speech in which he acknowledged that there is no bait-switch advertising on television stations.

Q. The FTC, which he has just left at the expiration of his term, only recently announced the formation of a rather extensive monitoring system of television as well as radio commercials. You feel they just won't find any bait-switch ads on television?

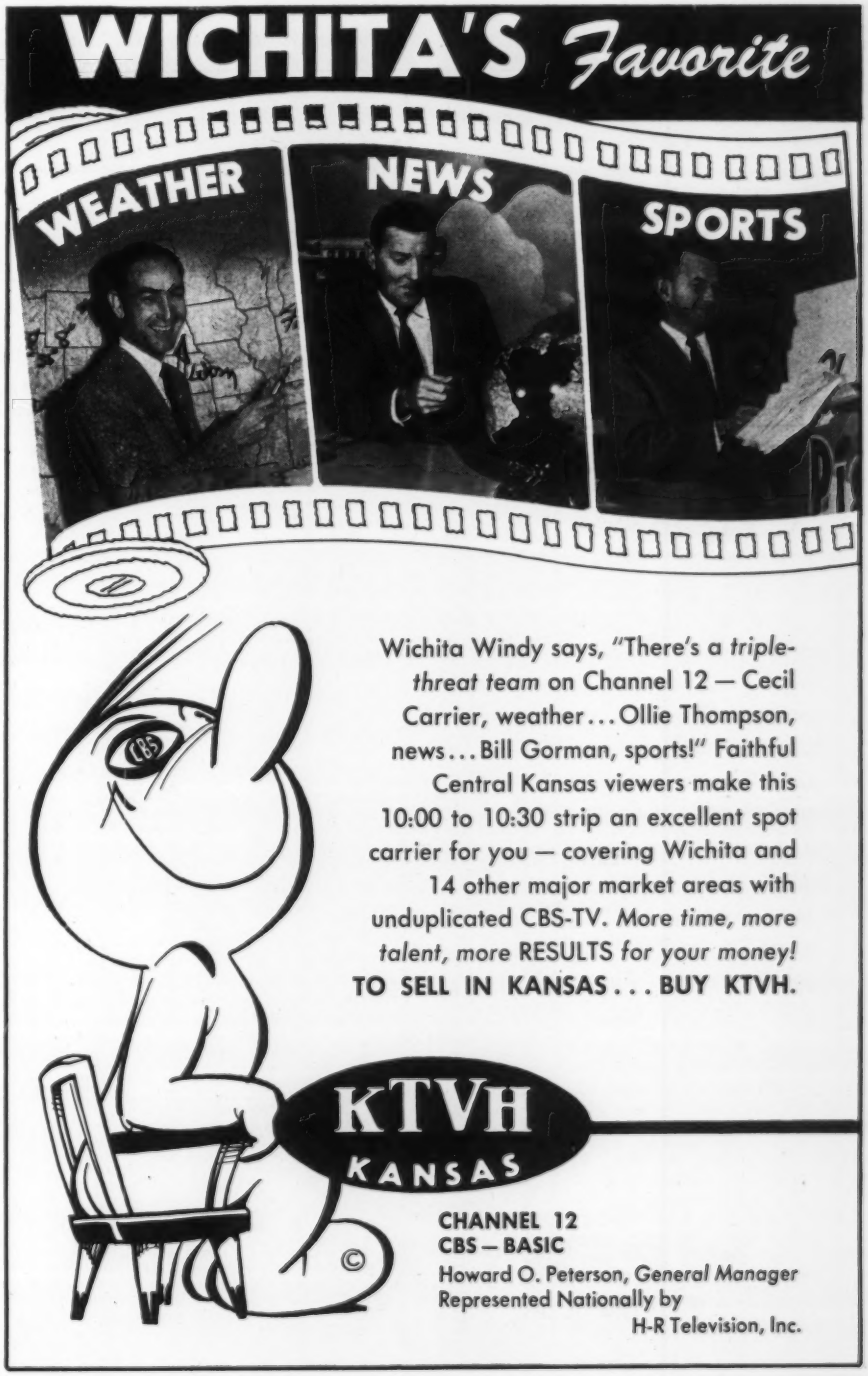
A. We have no concern whatsoever about any being found on television.

Q. When you say on television, do you mean Code subscribers?

A. So far as we can ascertain, the story's the same for both Code subscribers and non-Code subscribers. Bear in mind that our monitoring, particularly in the metropolitan markets, has been complete as regards both subscribers and non-subscribers — we've monitored all stations. Responses to our telegraphic inquiries about bait-switch advertising made it clear that it had never existed, except in metropolitan centers. It is in these large cities that we have done our most thorough monitoring.

Q. How does your monitoring system work?

A. We have used a variety of monitoring methods. Our major monitoring has been done for us by those commercial firms which are engaged in surveying radio and television station audiences. Many of the well known firms in that field have been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MOTORMAN ON CODE ACTIVITIES

MR. BRONSON

ALL-AROUND maestro, trouble-shooter and fire-extinguisher of the NARTB Television Code is Edward H. Bronson, who has spent four quiet but highly eventful years as head of the Code Review Board's operating unit. Mr. Bronson took the job of tv code affairs director in 1952 after serving as station director of WBNS-TV Columbus, Ohio. He had entered radio at WCOL Columbus in 1936, becoming assistant to J. Harold Ryan, World War II assistant director of censorship on leave from the Storer stations. When John E. Fetzer, of WKZO-AM-TV Kalamazoo, Mich., took over the censorship job, Mr. Bronson remained as assistant. After the war he served as station manager at Mr. Fetzer's WJEF Grand Rapids, Mich. Since assuming the NARTB tv code job he has directed enforcement, monitoring and other activities for the Code Review Board, of which G. Richard Shafto, WIS-AM-TV Columbia, S. C., is chairman, having succeeded Mr. Fetzer, the first code chairman. Mr. Bronson has one of those jobs where the less heard about operating details the better the job is being done. Quoting Mr. Bronson, "I've made a lot of acquaintances but damn few friends on this assignment."

employed in one market or another.

Q. How much money did you spend on monitoring last year?

A. In excess of $20,000 in the last 10 months, exclusive of staff salaries.

Q. What is your full budget?

A. Our full budget is about $110,000 for a one-year period.

Q. You say you monitor both Code subscribers and non-subscribers. On the basis of this monitoring can you give a general appraisal of Code enforcement between the subscribing and non-subscribing stations?

A. Ninety percent of the 64 Code subscribers monitored in recent months have been found to be without violation. In the major markets most of the violations have been among those non-subscribing stations.

Q. One final question on bait-switch advertising. Are we to believe that this whole bait-switch was a mirage from the start and that there never was any of it? Or was it terminated to answer the Code Board?

A. The extent of bait-switch advertising on television stations in the United States was never more than an insignificant amount. I think the total incidents of bait-switch would be fewer than five in the whole United States.

Q. Then bait-switch is no longer regarded as a problem?

A. That is right. It has been cleaned up in the few metropolitan areas where it ever existed.

Q. Have you ever had complaints about products advertised? Take, for example, mail order. You recall the radio Christmas ornament fiasco.

A. Yes, we have. But I should make it clear that there's no prohibition in the Code against mail order business. Our complaints, therefore, fall in the category of misrepresentation, pitch advertising, and excessive commercialism.

Q. Is pitch advertising a serious problem?

A. The form of excessive commercialism known as pitch advertising is found fairly frequently—particularly in metropolitan areas.

Q. What's being done about it?

A. We take our detailed monitoring report, sit down with the station managers, point out to them wherein they violate the Code, then suggest corrective steps.

Q. What if anything is being done about a company that has widespread distribution and is using pitch advertising generally? It is a 15-minute commercial—there is no other way you can describe it.

A. A 15-minute commercial is taboo. The Code Review Board and the staff are very well acquainted with the problem. The Code Review Board has already issued to those stations its interpretation with respect to pitch programs, banning 15-minute commercials. Clearly, therefore, persistent violations of the Code in this manner will bring about a request for the station's resignation.

Q. Is there any present plan to amend the Code?

A. The Code has undergone several amendments recently and will certainly undergo more. It is the purpose of the Code to reflect good taste in television program content. In addition, the Code attempts to define what is good advertising practice on television stations. Consequently, a change in public taste—and improvements in advertising practice—will provide reasons for amending the Code. The Code is a living, going standard, which must be kept timely.

Q. Have there been any demands from subscribers for relaxation of advertising time limitations?

A. There have been some subscriber complaints—from both stations and networks—that the advertising time limitations are too stringent. I expect we'll always have such complaints.

Q. When such complaints come in, is any consideration given to re-examining the Code in light of changed conditions?

A. It is constantly under consideration. Only a few months ago, the Television Code removed a discriminatory limitation on the advertising content of news broadcasts. Our monitoring revealed widespread station usage of two commercial announcements plus an ID. Close examination of this prevailing practice convinced the Code Review Board that it was not objectionable to our viewers —was at the same time good advertising practice—and the Code was amended accordingly.

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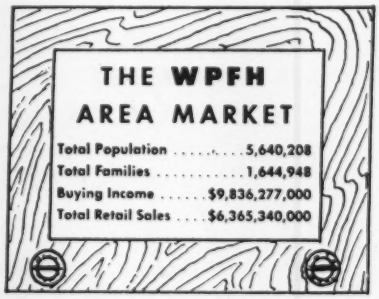

NATIONAL REPRESENTATIVE **Paul H. Raymer Co. Inc.**

WPFH TELEVISION — CHANNEL **12** — *SERVING GREATER DELAWARE VALLEY*

Q. What volume of mail or other communications does the Code Board receive from the public, from people outside the broadcasting business?

A. I can't give you exact figures on such mail, except that it has been large on occasions. Whenever a story about the Code appears in magazines of general circulation, the responsiveness of the public is immediately indicated by a flood of mail to the Code Board. We've had instances of mail in quantities of several hundred following publication of a given story.

Q. Has there been mail of similar quantity as a consequence of any particular program or any particular commercial which was either widely or repeatedly broadcast?

A. Not of equal quantity. There has been mail, but of lesser quantity.

Q. Can you give us specific examples of instances on the air as apart from magazines articles which have provoked the most mail?

A. I do not wish to name specific programs, inasmuch as the Code Board deals confidentially with complaints against station and network programs. Recent mail complaints have dealt with indiscreet language and reflect current consciousness of racial issues.

Q. Have you had any evidence of organization or organized mailing?

A. Yes, there has been evidence of organized mailing—particularly among the dries, on alcoholic beverage advertising.

Q. Does the Code Board make any affirmative effort to keep in touch with public taste? Is there a device for communicating with the public?

A. Yes, we do. You'll recall that the showing of the Television Code Seal by stations originally contained an invitation to submit either inquiries or comments relating to the programs to the Television Code Review Board and gave the address in Washington. That same invitation was introduced into every article concerning the Code where we are given an opportunity to confer with the author of the article—an open invitation which we frequently issue.

Q. Is the Code Board's address still displayed on the seal displayed by the stations in letters large enough to be read?

A. They are not always large enough to read. Many times the address is given orally. However, when a station professes that its programs are in conformity with the high standards of performance and displays the Code seal, everyone who disagrees with the quality of the station's programs knows how to reach the station.

Q. Do you think the stations are properly promoting their acceptance of the Code by displaying the seal?

A. No, I do not. Many people know about the existence of the Code through the magazines and the press. Stations can benefit themselves through a better job of identity as Code subscribers. The Code Board is enlarging the material available to the stations for this purpose.

Q. Are there any stations that have done a particularly good job of this?

A. Since the redesign of the Code seal about a year ago, we have had a substantial increase in the display of the Code seal in class AA and class A times. That's in contrast with the prior use of the Code seal chiefly as a sign on and sign off.

Q. Has any station ever complained to the board about the practices of another station—a competitor?

A. Yes, they have and I think that's quite natural.

Q. Do you encourage it?

A. We don't encourage it because it brings very little satisfaction to the complaining station. All of our dealings with Code subscribers are confidential, so the fellow who complains about the other fellow's misdoings does not have the satisfaction of knowing what may or may not have been done about his complaint.

Q. Do many of them complain about the money they lose in subscribing to the Code?

A Tinge of Regret

A. They don't complain—but occasionally they show a tinge of regret at giving up tens of thousands of dollars of annual revenue from a single objectionable advertiser.

Q. What about Elvis Presley? Have you had any complaints about Elvis Presley?

A. Yes, we've had a few complaints about Elvis Presley.

Q. What has happened?

A. Nothing. They fall in the category of individual expressions of approval or disapproval. No basic question of Code violation was involved.

Q. How could you expect any really significant amount or volume of complaints to actually reach the Code Board? People don't know where to write to the Code Board. They know there is a Code and that somewhere there is somebody that runs it but that's about the extent of their information. Isn't that so?

A. It is our view that the general public is quite well aware of the existence of the Code Board. I must admit that knowledge has come through magazines and press stories about the Code activity. However, there is one other fertile source for complaints and that is the Federal Communications Commission.

Q. There is a serious question whether the vast majority of the public is aware of the existence of the FCC. I'm asking only if there is any thought given to the very significant problem of communications from the public to this board which is actually arbitrating the program standards of television today?

A. You place undue importance on the public communicating directly with the Code Board. The purpose of the Code is to elevate the standards of performance by the individual station. Extensive monitoring provides the Code Board with abundant information on station performance.

Q. By whose standards?

A. By the standards voluntarily adopted by the stations themselves. They read those standards, they subscribe to them and they make voluntary application to conform to the Code. Nothing could be more salutary in effectuating good programming than for

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BETTER BALANCED MUSIC PROGRAMMING

Thomas S. Land, co-owner and general manager of WFIW, Fairfield, Illinois, writes:

"The Sesac Library, with its conveniently catalogued selection of numerous familiar musical numbers, easily gives WFIW a basic music foundation which is well accepted by an extremely loyal audience . . . the daily Gospel music program, the daily Here Comes the Band, pop disc jockey shows . . . liberally sprinkled with music by Richard Maltby, Skitch Henderson, Eddie Safranski, the ever popular daily Country Time show, Barbershop Time, Polka Time and tunes by the Main Street Band are anticipated with great eagerness. . . . These shows add variety to the station's format that would be difficult to duplicate. . . .

"We have definitely found it possible to obtain Better Balanced Top Quality Programming at low cost with the Sesac Library."

a listener, who is in disagreement with the program content, to make his complaint known directly to the station.

In this interview, we have dealt entirely with two aspects of the Code—program content and advertising practice. There we deal mostly with prohibitions. However, the Code is very comprehensive on the affirmative side of the broadcasters' responsibilities for the advancement of education and culture—as well as excellence and good taste in programming. Its sections on community responsibility, controversial issues and religious programs provide a broad pattern for the development of good program balance.

Q. You said that roughly two-thirds of television stations subscribe to the Code. Is the ratio any higher for the tv circulation? Would an audience figure be more than two-thirds?

A. The vast number of homes reached by the three networks, all of whom subscribe to the Code, must be added to the circulation of the Code subscribing stations. Together, the influence of Code standards is felt in practically every television home.

Q. What do you see in the way of Code performance in the years ahead?

A. I think we have to see the whole forward movement of the Code in its broader view. Clearly, the first objective of the Code was to bring into membership as many stations as possible. At that point, we defeated our objective if we became highly critical of the stations' performances. We were all new in television. We were trying to find out what the public would and would not accept and clearly they would accept some things a few years ago that they will not accept today. Now we have about reached a plateau of membership in the Code. We'll always be striving for more membership but from a practical standpoint the growth in membership is going to be gradual from here on out. Now we're moving into the second phase, in which we say to a voluntary Code subscriber: "Here are instances in which you have not conformed; we urge you to conform, we'll assist you in bringing about conformity."

From there we move into another phase in which we say to the subscriber: "You're unwilling to conform; in fairness to the station which does conform, we request that you give up the seal and terminate your membership in the Code." Now that process brings about a greater public acceptance for those stations who do conform. From that point we move forward to an area where we say to the station: "It is in your best interest to identify yourself to your own viewing public as a Code conforming station. It will elevate your prestige in the minds of your viewers. It will also bring about, we believe, a greater acceptance for your facilities on the part of the advertiser because he is interested in the company which his products keep and you are attesting to the fact that you are going to have a higher standard of performance in your station."

Q. There, as you visualize it, the Code stations will be quality stations and the non-code stations something else or something less?

A. Exactly.

FIFTH-OF-A-CENTURY Club was formed by pioneer North Carolina broadcasters at recent Greensboro, N. C., meeting. Members (all vice presidents) of the club are (l to r) J. Frank Jarman, WDNC Durham, N. C.; Allen Wannamaker, WBIG Greensboro; Richard H. Mason, WPTF Raleigh; Harold Essex, WSJS-AM-TV Winston-Salem; Cecil B. Hoskins, WWNC Asheville; Frank Lambeth, WMFR High Point, and Virgil Evans, WBT Charlotte (representing J. Robert Covington of WBT Charlotte).

Ed Smith Named President Of North Carolina Assn.

ED SMITH, WIRC Hickory, was elected president of North Carolina Assn. of Broadcasters at a meeting held at Greensboro. He succeeds Allen Wannamaker, WBIG Greensboro. Other officers elected at the meeting, held over the Nov. 3 weekend, were E. Z. Jones, WBBB Burlington, radio vice president; Harold Essex, WSJS-AM-TV Winston-Salem, tv vice president and Cecil B. Hoskins, WWNC Asheville, re-elected secretary.

Elected to the board were Gaines Kelley, WFMY-TV Greensboro; Ed M. Anderson, WBBO Forest City; Jack Younts, WEEB Southern Pines and Jack P. Hankins, WELS Kinston.

WUNC-TV, U. of North Carolina tv station, was commended for its work in the educational field and for its cooperation in feeding programs to commercial stations. Mr. Essex, speaking for Broadcasting Foundation of N. C., reported all stations will be asked to contribute to a fund to sponsor scholarships at the North Carolina Communications Center.

A new organization, Fifth-of-a-Century Club, was formed (see photo).

Researcher Boyle Tells AMA Qualities of Top Commercial

TELEPHONE sampling has helped to define the successful tv commercial as having no more than three points to make, a minimum of scene changes, delivered on-screen by an announcer who not only exudes a warm personality but maintains a slow-paced (120 words per minute) delivery, the copy testing research group of the American Marketing Assn. was told last week.

Addressing the group in New York, Jack Boyle, president of Qualitative Research Inc., a Trendex subsidiary, asserted that "in too many commercials, the sponsor is wasting half his commercial time was irrelevant material." According to Mr. Boyle, phone interviews have helped Trendex determine that 65% of viewers of "the average network program" see at least part of the commercial, 20% pay no attention at all, while 15% cannot be reached "no matter how good the commercial is." Mr. Boyle pointed out that "it is with the 20% who generally pay no attention that improved tv commercials can pay off."

Telephone interviewing has proved to be more successful than face-to-face sampling, Mr. Boyle claimed, because of a low rate (5%) of refusals, ease in matching samples, low cost, ease of screening out unqualified respondents and the availability of a national telephone area sample. Qualitative Research uses any or all of three methods: immediate recall, delayed (24 hours) recall, and cumulative effect—the latter being a combination of factors determined by calling before, during and after a campaign.

Art Appreciation

BROADCASTERS have a taste for art—their own art of broadcasting and the efforts of others in portraying it on canvas. Radio Advertising Bureau last week reported 5 of 20 paintings exhibited at the Oct. 29-30 clinic held in New York two weeks ago were sold within two days.

Purchasers of the five: Frederick S. Houwink, general manager of WMAL Washington (two paintings, "Central Source" and "Music Man"); Robert B. Jones Jr., vice president-general manager, WFBR Baltimore ("Sky Pattern"), and Donald W. Thornburgh, president-general manager, WCAU Philadelphia ("Live Mikes" and "Rooftop Listener"). The paintings, nine of which were reproduced in B•T, Oct. 29 issue, are priced from $125 to $225.

400 Attendance Expected For SDX Louisville Meet

MORE than 400 members of Sigma Delta Chi are expected to converge on Louisville, Ky., Nov. 28 for the journalistic fraternity's three-day national convention. Mason R. Smith, SDX president, will preside over the convention.

In one of the convention highlights, Dr. Alberto Gainza Paz, publisher of *La Prensa* in Buenos Aires, Argentina, will address the Thursday night (Nov. 29) dinner meeting. A Thursday forum of newspaper radio-tv executives discussing election coverage will be moderated by Turner Catledge, managing editor of the *New York Times*. Members of the panel will be Sig Mickelson, CBS vice president in charge of news and public affairs; Davidson Taylor, NBC vice president in charge of public affairs; Julius Frandsen, United Press election coverage coordinator, Washington, and William Beale, Associated Press Washington bureau chief.

A Friday morning forum will disucss "A Free Press, A Free World." Taking part will be Clark R. Mollenhoff, moderator and Washington correspondent for the *Des Moines Register* and *Tribune* and *Minneapolis Star* and *Tribune;* Abbott Washburn, deputy director of U. S. Information Agency; William Arthur, managing editor of *Look* magazine; Guy Easterly, publisher of *LaFollette* (Tenn.) *Press,* and Edward Barrett, dean of the Columbia U. School of Journalism.

A professional chapter meeting, also Friday morning, will be chaired by Sol Taishoff, editor-publisher of B•T and SDX vice president in charge of professional affairs.

Social activities will include a tour of the Bluegrass horse farms near Lexington. Convention hosts will be the Louisville SDX professional chapter and undergraduates of the U.'s of Kentucky and Indiana.

Landau, Bricker Set by RTES

ELY LANDAU, president of the NTA Film Network, will be the speaker at the Nov. 21 roundtable luncheon of the Radio & Television Executives Society in New York. Mr. Landau has just completed a $30 million tie-up with 20th Century-Fox [B•T, Nov. 5]. On Nov. 14 the regular monthly luncheon of the RTES will feature a talk by Sen. John Bricker (R-Ohio), former chairman of the Senate Interstate & Foreign Commerce Committee and outspoken critic of the networks.

A Disturbing Ferry Tale

THE OMAHA motorist wheeled his thinking in reverse, for a second take on the jingle coming over his car radio: "Brooklyn, Queens, Staten Island motorists . . . save time! relax! With the Brooklyn-Staten Island ferry!" This jingle was aired 100 times between Oct. 15 and Oct. 21 on KFAB, KOIL and WOW, all in Omaha.

The campaign is another "radio awareness" test conducted by the Radio Advertising Bureau, which transplants a legitimate commercial from one section of the country to another where the product is entirely unknown. The jingle in Omaha originally was created for the 69th St. Brooklyn Ferry Corp., New York.

Pulse Inc. is interviewing pedestrians to determine the depth of penetration achieved by the jingle. Hundreds already have called participating stations. A special announcement explaining the test will be broadcast on the stations once interviewing is completed.

Film Called 'Mass Slander' By Cooperative League Head

A FILM produced by the National Tax Equality Assn., Chicago, "The Senator's Daughter," has been termed "mass slander" against co-ops, mutuals and other non-profit groups by Jerry Voorhis, executive director of the Cooperative League of the USA, Washington.

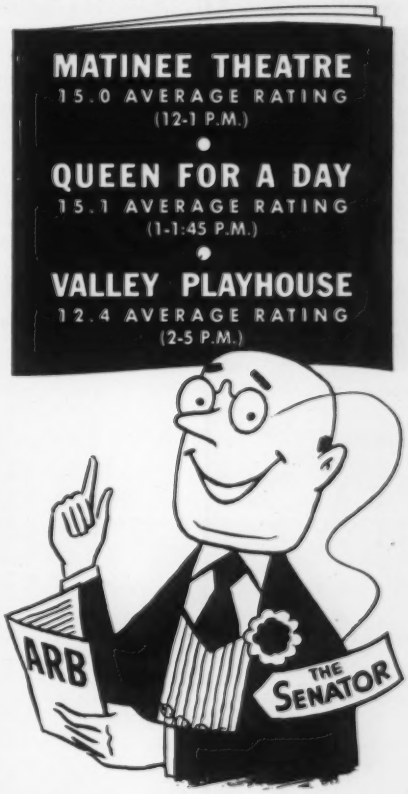
In a letter sent to television program directors, Mr. Voorhis says that the 27½-minute movie "is of such character that equivalent time must be granted on request to any of the types of business organizations so slandered."

Mr. Voorhis charges that the "National Tax Equality Assn. is supported by contributions from large corporations. According to official records, it has posed as a small business group, and, with its Washington affiliate, the National Associated Businessmen, its sole purpose is to destroy co-ops."

In Chicago, Vernon Scott, executive director of the National Tax Equality Assn., branded the league's charges of slander as "ridiculous" and said it would continue to offer the film to tv stations for which it had bought time. The "Senator's Daughter" is booked to run on some 50 stations. Business is placed through Lauesen & Salomon, Chicago agency.

Mr. Scott charged that two years ago the cooperative league "went to all ends" to keep a similar film, "Citizen Dave Douglas," off television but it was carried ultimately on some 250 outlets.

12.8 Afternoon Spots Available on KCRA-TV



The Senator says, "It's in the Book!"

ARB credits KCRA-TV with a Noon to 5 P.M. average rating of 12.8, an average Share of Audience of 75.5%.

In this four-station market no other station leads KCRA-TV in any quarter hour of this time period.

Choice station breaks and one-minute participations are still available at low afternoon rates.

Petry has the book that shows how strong day and night programming has made KCRA-TV the highest rated NBC station in the West.

*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
represented by
Edward Petry & Co.

RAB Transfers Karl Steeves To Newly Formed Sales Unit

TRANSFER of Radio Advertising Bureau research director, Karl Steeves, to RAB's national sales staff, and formation of a new sales unit consisting of Mr. Steeves and RAB salesman, Ted Maxwell, were announced last week by vice president-general sales manager John F. Hardesty. The new unit, which will attempt to tell radio's story to key executives in the food field, will mark the first time RAB has maintained a "category" sales force, one that would concentrate on specific products.

According to Mr. Hardesty, the Steeves-Maxwell unit will act as the prototype for future RAB units of its kind. Before joining RAB's research staff in 1954, Mr. Steeves had been with Fact Finders Inc. and ABC's research department.

Shoemaker Fills RAB Post

JAMES H. SHOEMAKER, station relations staff member of Radio Advertising Bureau, has been named manager of membership, a new RAB position, Station Service Director Arch L. Madsen announced last week. The new post, Mr. Madsen said, is a direct result of RAB's stepped up station membership drive.

Advertisement

LEXINGTON HOTEL
Introduces
New PRE-REGISTRATION System

This pre-registration system works as follows:—The guest will request that he be pre-registered on the date of his expected arrival. His registration will be so marked, and on the date of his scheduled arrival he will be registered into the room long before his arrival. Upon his arrival, he does not have to wait in line to register. He merely goes to the Assistant Manager and requests the key for his room, which has already been set aside for him. Thus, by a minimum of delay, regardless of how many people may be waiting in the lobby, he is immediately taken to his room which cannot be released to anyone else under any circumstances because it is already sold for the night. Thus, if the guest encounters any delay along his route, regardless of how long, he does not have to worry that his reservation will be cancelled that night because of the lateness of his arrival. *The room is his for the night.* The following morning, all such pre-registered guests are checked to see if they did arrive. If a guest fails to arrive at all. the Assistant Manager will check him out so that the guest does not incur any expenses beyond the evening of his scheduled arrival. As this bill will be charged to the guest's account it would be expeditious for all guests using this system to hold a credit card from the Lexington Hotel.

Home of the famous Hawaiian Room

The Management

LEXINGTON HOTEL
Lexington Ave. at 48th St.
New York City

MRS. R. I. C. PROUT, president of the General Federation of Women's Clubs, has announced that NBC-TV's *Home* show will air federation news bulletins to its 5,000,000 members each Monday at 11 a.m., plus a report on the federation's work the first Wednesday of each month. Discussing the arrangement on the *Home* set are (l to r) Mrs. Prout, John W. McPherrin, NBC general program executive who devised the plan, and star of the *Home* show, Arlene Francis.

WSAAA Plans Expansion

PLANS to expand the Western States Advertising Agencies Assn. to at least five major western cities were announced last week by Walter Marto, chairman of the WSAAA Chapter Committee. Eventual expansion to all 11 western states is contemplated. WSAAA is the successor to Southern California Advertising Agencies Assn.

Markets under consideration for new WSAAA chapters include San Francisco, Oakland, Sacramento, San Diego, Portland, Seattle, Tucson and Phoenix, Mr. Marto said. His committee has prepared organization procedures and rules to be presented at the next WSAAA board meeting Nov. 19 in Los Angeles.

ATTENDING Indiana Broadcasters Assn. reception in advance of NARTB Region 4 conference in Indianapolis [B•T, Oct. 22] are (l to r) Daniel C. Park, WIRE Indianapolis and IBA president; NARTB President Harold E. Fellows; Howard Bell, assistant to president and state association coordinator, and Edward F. Baughn, WPAG Ann Arbor, Region 4 host director.

Schechter Assocs. Adds Three Branch Offices

A. A. SCHECHTER ASSOCS., New York public relations agency, has announced the opening of branch offices in Chicago, Los Angeles and London, effective Nov. 1. The addresses are Tribune Tower, Chicago 11; Guaranty Bldg., Los Angeles 28.

The new overseas office is located at 2 Mansfield St., London W. 1.

Erwin Expands Brokerage To Cover 7-State Area

RALPH ERWIN, Tulsa broker of theatre and radio-tv properties, has extended his services to clients in Louisiana. Mr. Erwin now provides licensed service to exhibitors and station owners in Texas, Louisiana, Arkansas, Missouri, Kansas, Colorado and Oklahoma.

Headquarters of the firm continue to be located at 1443 South Trenton in Tulsa.

PROFESSIONAL SERVICE PEOPLE

Mel Goodman, Compton Adv., N. Y., casting director and commercial producer, to Henry C. Brown Inc., N. Y. talent agency, vice president in charge of commercial talent.

Joe Leighton, formerly with West Coast public relations staffs, Young & Rubicam and J. Walter Thompson Co., named manager, Hollywood office of Milburn, McCarty Assoc., N. Y., public relations firm.

Madeleine Greer Rand, managing director, Facts Consolidated, S. F., resigns to open her own market research office at 3133 Jackson St., same city.

Mort Schwartz and **Len Luskin** announce formation of Schwartz-Luskin Talent Agency, N. Y.

Ingrid C. Kildegaard, research director, Assn. of Junior Leagues of America Inc., N. Y., to Advertising Research Foundation, same city, as research statistician.

PROFESSIONAL SERVICE SHORT

Wilcox-Gay Corp. (parent firm of Majestic Radio and Television), Chicago, appoints The Martin Co., same city, to handle its public relations.

Larrabee Assoc., Washington, announces opening of new office in Miami, Fla., located at 530 Biscayne Blvd. and to be headed by G. R. (Kelly) Cullins, formerly sales director of Washington office.

Radio Operational Engineering School, Burbank, Calif., offering, without cost, condensed guide to FCC's regulations for posting at station transmitters. Guide serves as checklist for operators to avoid violation of FCC rules.

EDUCATION

N. Y. Tests Tv in Education

A PILOT program to test tv as a dispenser of instructional courses now is underway at two teachers' colleges and a high school in New York State. The experiment, which began on Oct. 31, was authorized by the state legislature earlier in the year and has a $200,000 appropriation. Objective is to determine the extent to which the state should use tv in its educational program. Program includes biology instruction at Albany Teachers College, demonstration of methods for teaching spelling to third graders at Brockport Teachers College, and geometry lessons at Memorial High School, Levittown, N. Y.

WHYY-TV Buys Equipment

PURCHASE of $300,000 in RCA broadcast equipment by ch. 35 WHYY-TV Philadelphia, community-sponsored educational tv station, has been announced by the station and RCA. Included among the uhf equipment for the station, which plans to begin operations in the near future, are 12½ kw transmitter, a transmitting antenna, three monochrome image-orthicon cameras and a monochrome film-camera system.

EDUCATION SHORTS

RCA Institutes, N. Y., announces that scholarships with annual grants of $800 each for study toward a bachelors degree have been awarded to the following graduates of the institutes: **Floyd W. Barrett,** Abilene, Tex.; **Frederick B. Smith,** Oceanside, N. Y., and **William P. Delaney,** Bergenfield, N. J.

Educational Tv & Radio Center, Ann Arbor, Mich., and **Joint Council on Educational Tv,** Washington, D. C., have published a booklet outlining steps involved in establishing and operating educational tv stations. Copies of brochure, "Educational Television for Your Community," may be obtained by writing to Educational Tv & Radio Center.

MILESTONES

►KDKA Pittsburgh observing its 36th anniversary this month.

►CKOV Kelowna, B. C., celebrated its 25th anniversary Nov. 4.

►WGAR Cleveland, Ohio, has commenced 19th season of its *City Club Forum* broadcasts.

►Phil Sutterfield, sports director, WNOX Knoxville, Tenn., has celebrated his 20th year in broadcasting.

►CBS Housewives Protective League marked its 21st birthday recently.

►OLDEST Catholic dramatic program in U.S., *Ave Maria Hour*, has passed its 22d anniversary.

►FRANK L. MARKS, transmitter and antenna supervisor, WGR Buffalo, has celebrated his 27th year with the station.

►LEWIS & GILMAN, advertising-public relations agency, Phila., has marked its 14th anniversary.

►JOHN F. GILL, radio newscaster, WGR Buffalo, began his 18th year with the station.

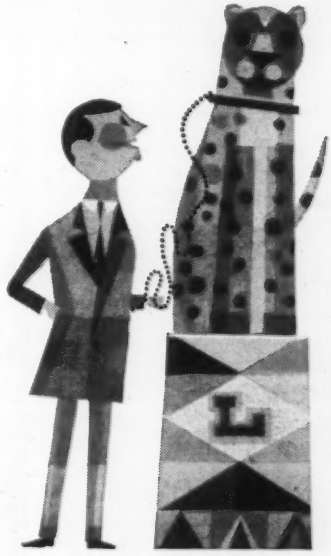
►KXLY Spokane, Wash., marked its 34th birthday.

►WKBW Buffalo, N. Y., has passed its 31st birthday.

TWENTY YEARS of sponsorship of WEEI Boston meteorologist E. B. Rideout by H. P. Hood & Sons (dairy products) brought forth a special celebration. Congratulating Mr. Rideout (c) are (l to r) G. W. LaBorie, Hood marketing director; F. F. Oakes, assistant to the marketing director; Frank Christian, Kenyon & Eckhardt; Thomas Y. Gorman, WEEI general manager, and Paul B. Eaton, the dairy firm's advertising manager.

Likes his spots...

particularly on WXIX! Littman's, Milwaukee furrier, finds participations and a rotating spot schedule on WXIX a sound buy. Mr. Arthur A. Littman reports "WXIX is an excellent medium. Its results exceed any other form of advertising we have used before for the comparable money spent. We're going to renew with great additional expenditure." Like to see yourself in a good spot? Ask CBS Television Spot Sales to change your spots to Milwaukee's best buy.



WXIX

CBS Owned · Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

4TH COMMERCIAL TV BEGINS IN ENGLAND

New outlet, covering Yorkshire from a transmitter at Emley Moor, opening night advertising time was completely sold out.

ENGLAND's fourth commercial tv station, covering Yorkshire from a transmitter at Emley Moor, began operations Nov. 3, with its opening night's commercial time completely sold out to 47 advertisers.

In connection with the inauguration of the Yorkshire station, Independent Television Authority, which has a monopoly on commercial television broadcasting in Great Britain, as the BBC has a monopoly on noncommercial tv and radio, pointed out that this fourth station completes the first stage of ITA operations, which began 14 months ago when the country's first commercial tv station began broadcasting to the London area. The second stage will start next year, ITA said, when stations to serve Central Scotland and South Wales and the West of England go on the air.

A total of 33,436 commercial spots were telecast during the first year of commercial tv in Great Britain, for which advertisers paid $26,563,972 (£9,487,133), according to data compiled by England's Television Press Agency. Figures are based on TPA's monitoring service.

In London, where commercial tv in England began in September 1955, a total of 15,836 tv spots were broadcast during the 12-month period at a total cost of $15,922,242 (£5,686,515). Revenue was divided roughly 60% to Associated Rediffusion, contractor for weekday programs, and 40% to Associated TeleVision, contractor for weekend programs.

In Birmingham, where commercial tv went on the air in February, advertisers spent $4,839,472 (£1,728,383) to broadcast 11,652 spots. This revenue was divided roughly 55% to ATV and 45% to Associated British Cinemas Tv, weekend program contractor.

In Manchester, where commercial tv had six months operation, a total of 5,948 spots were broadcast at a cost of $5,802,258 (£2,072,235), divided approximately 80% to Granada Tv, weekday program contractor, and 20% to ABC Tv, weekend contractor.

No program sponsorship is permitted in Great Britain. The program contractors, who provide programs for the commercial tv stations on a weekday or weekend block basis, derive their revenue from the sale of commercial spots between programs or at "natural" breaks within the tv shows.

Safeguards Slipping

WHEN commercial television was introduced into Great Britain a little more than a year ago, elaborate precautions were taken to prevent program sponsorship or other attributes of tv in the United States which the British feared might lead to overcommercialization.

How effective have these safeguards been? B•T herewith reprints in its entirety an item from the Nov. 2, 1956, issue of the London weekly, *Commercial Television News:*

"Plans are prepared for the making of a whole series of 15-minute commercials for the *News of the World.* The agents are J. Walter Thompson and the films will be made by Meadway (Television) Ltd."

Indonesia Makes Plans For Commercial Radio

INDONESIA will have commercial radio within the next few years, three executives of the Indonesian Republic's radio system said at Toronto, Ont., where they will study aspects of commercial radio and television for half a year. They are in Canada under the Colombo Plan for aid to Southeast Asia.

Television is not planned for at least five years, the Indonesians said. At Toronto, the three executives are taking courses at the Ontario government's Ryerson Institute of Technology.

Chrysler to Sponsor Canadian Spectaculars

CONSIDERED the most expensive program undertaken in Canadian television, the *Chrysler Festival* will make six appearances on the national Canadian tv network, starting Nov. 14. The one-hour program will feature internationally famous stars of stage, screen and tv, some of whom are Canadians who have achieved fame outside their own country.

Host for the programs will be Hume Cronyn, Canadian-born, New York tv actor, who also will appear on one of the shows with his wife, Jessica Tandy. Hostess will be Canadian tv personality Elaine Grand, who is now doing tv shows in London, England. She will fly to Canada with a guest actor for each show. In addition to the Nov. 14 date, other dates set are Nov. 28, Jan. 23, Feb. 20, March 20 and April 17.

Stars to appear on *Chrysler Festival* include Eartha Kitt, Edmund Hockridge, Percy Faith, Larry Adler, Tito Gobbi, Pilar Lorengar, Peter Sellers, Bob Hamilton Trio, Giselle Mackenzie, Jan Rubes, Glenn Gould and Oscar Peterson. A number of dance groups, including the Royal Winnipeg Ballet, have also been signed for the program. The program will be telecast from the stage of the Loew's Uptown Theatre at Toronto and is being produced for the Chrysler Corp. of Canada by the Canadian Broadcasting Corp.

Spanish Tv Goes on Air, 600 Madrilenos Own Sets

SPAIN'S first television station began regular programming Oct. 28 on a non-commercial basis in Madrid. The government-operated station will be on the air from 10 p.m. to 1 a.m. daily and movies and circuses will make up the majority of the shows.

At the present time there are approximately 600 receivers in Madrid, with sets selling for 11,000 pesetas ($246) each. A second station is expected to go on the air in Barcelona in the near future and other Spanish outlets are planned in Valencia, Bilbao, Seville, Corunna, Vigo Saragossa, Valladolid and Malaga.

Liberace Files Libel Suit

A LIBEL SUIT against the *London Daily Mirror* and one of its columnists, William Connor, has been filed by tv performer Liberace. The British high court issued a writ on behalf of the American pianist against the tabloid newspaper and Mr. Connor, who writes under the name of Cassandra.

The pianist complained to reporters on a visit to Paris last month that some British columnists had implied he was an "unmanly man." He said attacks in connection with his British concert tour had put his mother, Mrs. Frances Liberace, to bed under a doctor's care.

Under British procedure, such suits do not specify the amount of damages sought, the amount being fixed by the court if it finds an article libelous.

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP 15 ONCE-A-WEEK TELEVISION PROGRAMS

August, 1956

New York 17 County Area (By Pulse Inc.)			London Tv Area (by Pulse Ltd.)		
		Program Average Rating August			Program Average Rating August
$64,000 Question	Tuesday	27.3	$64,000 Question	Saturday	63
Ed Sullivan	Sunday	25.8	Sun. Night At Blackpool	Sunday	61
Climax	Thursday	24.3	Highway Patrol	Saturday	59
$64,000 Challenge	Sunday	24.3	Scarlet Pimpernel	Sunday	59
What's My Line	Sunday	24.1	Stage One	Sunday	59
Medic	Monday	23.9	I Love Lucy	Sunday	58
Alfred Hitchcock	Sunday	23.5	Star Time	Thursday	58
GE Theatre	Sunday	21.1	Tv Playhouse	Thursday	56
Lux Video Theatre	Thursday	21.1	Roy Rogers	Sunday	55
Best of Groucho	Thursday	20.3	Spot The Tune	Thursday	55
Jackie Gleason	Saturday	19.7	The Way Home	Saturday	55
Godfrey's Talent Scouts	Monday	19.4	Dragnet	Friday	53
Steve Allen	Sunday	19.4	Number Please	Sunday	53
Dragnet	Thursday	19.3	Yakety Yak	Sunday	51
R. Montgomery Summer Theatre	Monday	19.3	Ted Ray	Saturday	50
			Treasure Chest	Friday	50

German Newspaper Group To Sue Commercial Tvs

THE German Newspaper Publishers' Assn. has announced it will file legal suit against existing German broadcasting organizations now launching commercial segments in their otherwise non-commercial programs. The association will base its suit on the belief existing stations are not allowed to invade advertising as they have a monopoly in broadcasting and as privately-operated stations are not allowed in Germany under present legal requirements.

German newspaper publishers obviously are endorsing a privately-owned commercial network comparable to ITA in Britain while existing stations are trying to keep any competition out of the broadcasting field.

Bavarian Radio, the first organization which has launched commercial program segments, previously offered German publishers and other interests a 50% share in profits from its commercial operations. This offer, however, was turned down.

Canada Radio Set Sales Up

RADIO RECEIVER SALES in Canada for the first seven months of this year were up 16.7% over last year, according to the Dominion Bureau of Statistics, Ottawa. A total of 351,729 sets were sold in this period compared to 301,486 in the same period in 1955. The total included 164,978 home sets, 134,844 auto receivers, 35,657 portable receivers and 16,250 combination sets. More than half the sets, 195,099 to be exact, were sold in the Province of Ontario.

In a report of radio receiver sales over the past decade, the Broadcast Advertising Bureau, Toronto, Ont., reports radio set sales from 1946 to 1955 at 6,340,541, with imports of 489,379 sets. Total sales include 4,061,686 home receivers, 1,142,783 auto receivers, 309,900 portable sets, and 826,172 combination sets in this 10-year period.

Italy Plans Commercial Tv

RAI-TV is planning to start commercial television in Italy in February of next year. Commercial tv will come in the form of commercial segments in the normal RAI-TV program schedule for existing stations. This means that Italy is not going to adopt the British pattern of a separate commercial (ITA) network but is following the trend set by German stations which are presently adding commercial time segments.

Commercial time over RAI-TV for the start will be confined to 10 minutes daily.

CARTB Meet Set for March

THE 1957 meeting of the Canadian Assn. of Radio & Television Broadcasters has been set March 25-27 at the Chateau Frontenac Hotel, Quebec City, Que.

INTERNATIONAL PEOPLE

Phil Stone, promotion manager of CHUM Toronto, Ont., to executive vice president.

F. W. Ellis, vice president, James Lovick & Co., Vancouver, B. C., named manager, new office of McCann-Erickson, same city.

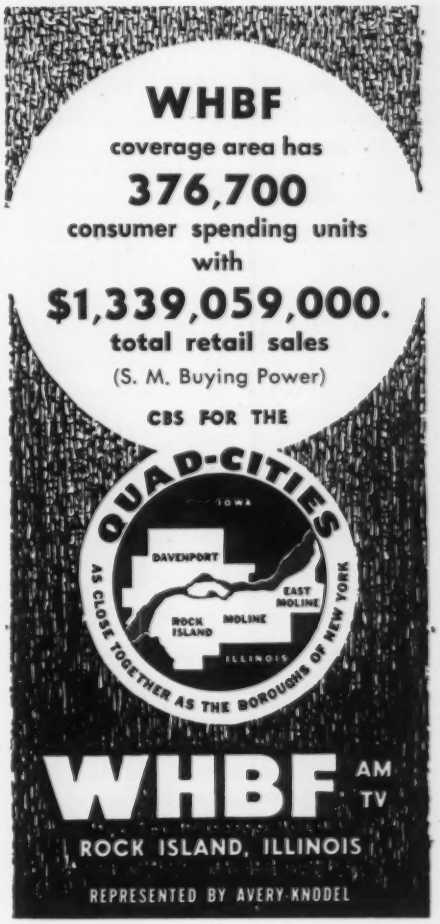
Tom Huntley, sales executive of CKNW New Westminster, B. C., to advertising manager. **Clay Hawkins,** sales manager of CKY Winnipeg, Man., succeeds him.

Al Hammond, manager, CFCF Montreal, Que., to general sales manager of commercial products division, Canadian Marconi Co., Montreal.

G. B. Lodge, radio-tv department, Ronalds Adv. Agency, Montreal, Que., to radio-tv director, agency's Toronto, Ont., office.

Mrs. Ada Siegel, 39, UN correspondent for Canadian Broadcasting Corp., died last month.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential



2 heads are better than one
...IN BUFFALO
WGR-TV
BUFFALO
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WAVE HOLDS SAFETY CONTEST

WAVE Louisville, Ky., conducted a contest for the best safety spot written by a child. The station received 104 entries from children within the WAVE area and has recorded the best four for use on the air. The entrants' own voices were used in the recordings.

NAME THE STATION AND WIN

KWBU Corpus Christi, Tex., is conducting a name-the-station contest in conjunction with its new programming policies. It plans to change its call letters on Jan. 1, 1957. Listeners are being given the opportunity to pick the new call letters and win prizes at the same time. Anyone within the continental limits of the U. S. is eligible to enter the contest, which ends Nov. 30.

NEW DISC JOCKEY RECORD

DON FRENCH, disc jockey, KTSA San Antonio, Tex., claims the world's championship for continuous radio broadcasting—130 hours. The marathon was conducted from the display window of Brooks Shoe Store and was credited for record sales during the five days. According to reports reaching B•T, the previous champ was Ray J. Williams, manager, KCSJ-AM-TV Pueblo, Colo. who was on the air for 125 continuous hours [B•T, Oct. 1].

WHHM ISSUES BROCHURE

WHHM Memphis, Tenn., is distributing a brochure giving backgrounds of the programs available over the station. Booklet also includes pictures of the talent featured and of the executive staff plus a map showing WHHM's coverage.

WMCA EDITORIALS BACK

BROADCAST of editorials on controversial issues will be resumed on Nov. 16 by WMCA New York. The station has been airing the editorials on a weekly basis in the late fall for the past two years, with each series running about six to seven months.

Nathan Straus, president of WMCA, will present the broadcasts with time provided by the station for responsible individuals to give the opposing view. First program this year will be "New Political Parties for Old," suggesting two new national political parties in place of present party lineup.

A CONTRACT for news and feature programs over KOSI Denver has been signed by *The Rocky Mountain News*, Scripps-Howard newspaper in that city. The programs were sold on a straight time basis, according to David M. Segal (c), KOSI president. With him at the signing are B. W. Lewis (l), advertising director of the newspaper and Robert Boyd, the *News'* circulation manager.

FEATURES TEENAGE M.C.'S

TEENAGE disc jockeys have been added as daily features of a record show on KQV Pittsburgh. A different teenager is chosen each afternoon to participate during a 25-minute segment of a regular program emceed by Al Nobel.

CKVL MARKS ANNIVERSARY

CKVL Verdun, Que., marked its 10th anniversary by sending large birthday cakes, complete with 10 candles and a dime somewhere in the cake, to advertisers and advertising agency executives in Toronto, Montreal and New York, on Nov. 1.

ABC EXCHANGES WITH JAPAN

ABC RADIO, in conjunction with Japan's ABC Radio (Asahi Broadcasting Co.), will celebrate the latter's fifth anniversary next Sunday by exchanging a 30-minute segment of the Nov. 11 *Sunday Music Hall* for a tape of the traditional Tomoyakko (Kabuki) dance for placement in the Nov. 18 broadcast. *Music Hall* is heard Sundays, 7:35-10 p.m. EST.

A SEW, SEW PROMOTION

A MENDING kit, enclosed in a match book cover carrying publicity material on the *Russ Naughton Show*, is being distributed by WDRC Hartford, Conn. The kit, equipped with needles, buttons and thread, is offered to listeners if they write in and enclose a self-addressed envelope.

WBZ-TV PHONES AUSTRIA

A WBZ-TV newscaster, Arch MacDonald, phoned Rev. Fabian Flynn, a Boston Priest, in Austria last week and questioned Rev. Flynn about his conversation with Cardinal Mindzenty regarding the Cardinal's reaction to the demand that he take over as the premier of Hungary. Father Flynn told Mr. MacDonald that Cardinal Mindzenty does not want to be premier. His "only desire is to continue as leader of the Catholic Church" in that country, Father Flynn reported.

REISSUE DEAN'S TV DRAMAS

INCREASING interest in the career of the late James Dean, movie and tv star, apparently has played an important part in the rescheduling on television this month of three dramas featuring Mr. Dean. NBC-TV will repeat "Harvest," a Thanksgiving play first presented on *Robert Montgomery Presents* on Nov. 12, 1954. CBS-TV will carry, Nov. 16, "The Unlighted Road" on *Schlitz Playhouse of Stars*, originally shown on that program last year and first repeated last June. CBS-TV also has rescheduled "I'm a Fool" on the Nov. 18 *General Electric Theatre*, which presented the drama two years ago.

ARMY-NAVY GAME ON MUTUAL

MUTUAL has obtained exclusive radio broadcasting rights to the Army-Navy football game to be played Dec. 1 at Municipal Stadium, Philadelphia. Mel Allen will provide the play-by-play commentary for the game between the service academies.

DJ in Jail

BECAUSE he "played too many Elvis Presley records," J. C. Atkinson, WAUG-AM-FM Augusta, Ga., disc jockey, was put in the local jail during the recent centennial celebration in that community. The show went on, however, from the pokey, with Mr. Atkinson doing a broadcast from 11 a.m. to 1 p.m. A hundred fans finally bailed him out by paying wooden nickels especially made for the centennial celebration.

Standard Super Sound Effects
Are a Must—
If you want your commercial "spots" to command attention. Special "Best sellers" - 25 of our most popular discs—available at package price.
Free catalog and "cue teasers" (spots cued to sound effects) sent on request.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package

VOA COVERS UPRISINGS

THE Voice of America's news broadcasts to Eastern Europe were put on an around-the-clock schedule from Oct. 26-29 to inform the people under Soviet communist control of the extent of the uprisings in Hungary and Poland.

The parent U. S. Information Agency said the news broadcasts supplanted regular features, commentaries, special events and rebroadcasts of early news reports, all normally carried by VOA at many hours of the day. Broadcasts to other parts of the world also featured news of the uprisings, USIA said.

WVET-TV LAUNCHES COLOR

LAST WEEK WVET-TV Rochester, N. Y., claimed to be the first station in that city to originate an all-color show. Starting this Wednesday, the station, which shares ch. 10 between CBS-TV and ABC-TV, launches a series of six 15-minute color Christmas films at 7:15 p.m. EST. Programs will be sponsored by the local RCA dealers and distributors.

NEW ROLLING STOCK ARRIVES IN SAN DIEGO, BALTIMORE

INSPECTING KFMB-TV San Diego's new mobile unit are Charlie Abel (l), chief engineer of the station, and George Whitney, vice president and general manager of Wrather-Alvarez Broadcasting Inc., which owns KFMB-TV. The unit was used for a remote pickup of Vice President Richard Nixon's address from Balboa Park Ford Bowl.

LESLIE H. PEARD JR. (1), manager of WBAL-TV Baltimore, accepts delivery on a new remote mobile unit for the NBC outlet from William McCullough, designer-builder of the aluminum, 30-ft. long, 12-ft. high vehicle. With them are D. L. Provost, vice president and general manager of the Radio and Television Div. of the Hearst Corp., and Hugh Morris (r) of the White Motor Truck Co. The unit was acquired with an eye to handling baseball, football and other remotes. It is air conditioned and accomodates five cameras and video tape equipment.

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests Stainless Towers

Write for descriptive literature

Stainless, inc.

NORTH WALES • PENNSYLVANIA

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

BMI
MILESTONES
for December

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the December package commemorates a special event of national importance:

"FUN WITH MUSIC"
December 2, 1956

"LATIN AMERICAN CARNIVAL"
December 9, 1956

"AMERICA'S BEACON TO THE WORLD"
(Bill of Rights Day)
December 15, 1791

"MILESTONES IN MUSIC"
December 24, 1956

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

HOOK, LINE AND 'LUCY'

A FISHING hook was sent to editors by Young & Rubicam, New York, with a card enclosed reading: "We wouldn't try to lure you . . . into catching the Monday, Nov. 19, telecast of *I Love Lucy* on CBS-TV. But—We just can't help plugging Lucy and Desi's funniest burlesque on Florida deep-sea fishing that ever hit the channels. Don't let this big one get away!"

PURCHASES TROUBLE SLIDES

IN WHAT is termed a "new twist in visual advertising," Dick Pavek, a tv repairman, has purchased the trouble slides of KGNC-TV Amarillo, Tex. When program delays occur, a slide appears with the following: "It's not your set but when it is . . . call Peacock Television Service."

REPORT FROM CYPRUS

NBC CLAIMED last week that its correspondent in Cyprus, Bob Abernathy, was the first U. S. newsman to report from there after Britain and France launched their operation against Suez. NBC noted that Mr. Abernathy was on a circuit and had begun broadcasting at 1:37 a.m. EST an eyewitness report of French paratroops departing the island base only 31 minutes after an Associated Press bulletin had reported an announcement that the joint British-French operation was underway.

WBBM TO COVER OLYMPICS

WBBM Chicago, has sent sportscaster John Carmichael to cover the Olympic games in Melbourne, Australia—"The only individual in the United States providing coverage for a local radio station," according to the CBS outlet. From Nov. 2 to Dec. 8, a large segment of the *Chicago Daily News* sports editor's daily *Texaco Sports Final* will be devoted to direct reports from the Olympics and stopping-off places. His commentary will be beamed through cooperation of the Australian Broadcasting Commission over Radio Austrialia VLC-9 Melbourne.

Imagination Plus New Name Equals Results

WABJ Adrian, Mich., has given a not so new idea a new, copyrighted name and parlayed it into a 100% increase in revenue at a cost of practically nothing since last January.

MR. CESSNA

James Gerity Jr., owner of Gerity Broadcasting Co., and officials of the station reasoned that WABJ could not compete with more powerful stations for the national dollar. Something would have to be added, they decided, that no other station could duplicate in the Adrian market in order to attract listenership and local advertising. "Audioscope" (which has been copyrighted), idea of General Manager Robert W. Cessna, was the result.

As explained by WABJ to listeners, "Audioscope means personalized radio featuring the voices and doings of you and your neighbor." Obviously, Audioscope is local interest programming.

In planning the new format, Mr. Cessna and Program Director Bud Stone took into account radio's inherent advantages —immediacy, intimacy and imagination. They decided that WABJ would be *where* the local news was happening, *when* it was happening and have it reported by the people *making* the news. This meant utilizing portable tape recorders, telephone recorders and live remote broadcasts when feasible.

After the original idea had been expanded, the next thing needed was a distinctive sound trademark. The idea of a heartbeat was accepted as having personal identification with everyone.

Audioscope now was ready as an 18-hour magazine-type program, with sections within the main format. A week before the show went on the air last January, a teaser promotion campaign began, both on the air and in the local papers. Local news sources were contacted and asked to become part of Audioscope.

Eight reports in as many 15-minute segments between 6 and 8 a.m. are the only regularly-scheduled portions of Audioscope. These include fire, local police, weather, state police, sports, farm news and schools. Other segments are broadcast on a non-scheduled basis as soon as they are received.

Acceptance by both audience and advertisers was immediate. Two men visited the studio and insisted on seeing "That Audioscope thing." Through their Audioscope reports, air personalities have been developed. In six months, billings were doubled and have continued to grow with adjancies to Audioscope reports at a premium.

Shortly after Audioscope began, an ice storm made it impossible for school buses to make their routes. As a result, 28 county schools used Audioscope to inform the public of the situation. An advertiser saw the possibilites, and this winter similar announcements will be sponsored.

The only extra cost of Audioscope to WABJ was the rental price of a telephone beeper, plus direct mail and newspaper promotion. "We had the tape recorders, the manpower, the telephone. All that was really added was imagination," reports Mr. Cessna.

Because of its success in Adrian, Audio scope also is being used by WPON Pontiac, Mich., the second Gerity radio station.

CHICAGO ART DIRECTORS HONOR TOP COMMERCIALS

Twenty-five agencies and advertisements take awards during Chicago exhibition.

TWO agencies—Gardner Adv. Co. and Leo Burnett Co.—emerged with top medal awards and two others—D'Arcy Adv. Co. and Needham, Louis & Brorby—with merit honors for best live technique film commercials in competition sponsored by the Art Directors Club of Chicago.

Medal and merit winners for full animation film commercials were North Adv. Inc. and McCann-Erickson (Cleveland), respectively. NL&B also won a merit award for limited action commercials.

Winners of the 24th Annual Exhibition of Advertising and Editorial Art were announced Thursday by Burton Cherry, ADCC president, at its exhibit in the Mid-America Prudential Bldg. Television entries numbered 103, of which 25 (three medal, four merit, 18 honorable mentions) were selected.

Gardner and Burnett won medals for Pet Milk and Pabst Brewing Co. live technique commercials. D'Arcy and NL&B were honored for their work on Standard Oil (of Indiana) and S. C. Johnson (wax) spots. Kling Film Enterprises handled production on Pabst and Standard.

Art directors honored were Roland Martini (Gardner), Norman Jonsson (Burnett) and Scott Park (NL&B). Valentino Sarra, Sarra Inc., was the photographer on Pet Milk and Hal Roach, Hal Roach Studios, for Johnson's Glo-Coat.

On full animation spots, North was cited for its work on behalf of The Toni Co., with Lou Keller, art director, and photography by UPA-Hollywood. McCann-Erickson was runnerup for commercials involving Standard Oil Co. of Cleveland (Baron gas), with Earl Klein, art director, and Ron Maidenberg and Bill Littlejohn, photographers.

Limited action commercials merit honor went to Needham, Louis & Brorby for its Campbell Soup Co. (V-8) work, photographed by Animation Inc., with Mr. Park as art director.

In the print classification, 248 of 1,800 entries were honored.

Receiving honorable mentions in television were these agencies for accounts as listed by category:

Live technique film commercials—Leo Burnett Co., (for Kellogg's Sugar Smacks and Procter & Gamble's Joy); full animation film commercials—Young & Rubicam Inc. (Northern Paper Mills napkins) and Leo Burnett Co. (Kellogg Corn Flakes); limited action commercials—McCann-Erickson (for Swift & Co., Brown & Serve Sausages) and Leo Burnett (Kellogg Corn Flakes); live and animated commercials—McCann-Erickson (Derby Foods Inc., Peter Pan peanut butter); miscellaneous—Needham, Louis & Brorby Inc. (Household Finance Corp.); McCann-Erickson Inc. (Illuminating Co.); Ketchum, MacLeod & Grove (Peoples National Gas, Thorofare Supermarkets).

No medal or merit awards were made for live-animation commercials or in the miscellaneous category. Awards were based on entries prepared between Sept. 15, 1955, and Sept. 15, 1956, and submitted by advertisers, art directors, artists and photographers in areas located between Pittsburgh and Denver and Canada and New Orleans.

Judges in the tv competition were Norman Tate, N. W. Ayer & Son, New York; David Zilis, Leo Burnett Co., Chicago, and Harry Lange, vice president in charge of tv production, Kling Film Enterprises, Chicago. Some 350 art and advertising representatives attended the awards banquet.

"Yuh can lissen to KRIZ Phoenix while I fix dat drain!"

De Forest Honored by BMI, Other Pioneers to Follow

FIRST in a series of Broadcast Music Inc. programs devoted to radio and television pioneers will be *The Man Who Gave Us Radio*, honoring Lee de Forest. The de Forest script, which will be sent to more than 2,700 radio and tv stations, will mark the 50th anniversary of Mr. de Forest's invention of the audion tube, which was demonstrated in New York on Oct. 26, 1906.

Future mailings from BMI will contain scripts, together with photographic material from the Library of Congress Archives. Among pioneers to be featured in subsequent scripts are Edison, Fleming, Marconi, Fessenden, Armstrong, Sarnoff and Carey.

Md. U. Script Award Planned

ANNOUNCEMENT of a 1957 Victor Frenkil Tv Script Award has been made by the U. of Maryland.

Students currently enrolled in colleges and universities offering courses in radio or television are eligible for the $500 award. Entries must be original, not previously-produced, dramatic scripts, one hour in length. Complete rules for the contest may be obtained by writing George F. Batka, director, Radio-Television Div., Department of Speech, U. of Maryland, College Park, Md.

WWJ
DETROIT
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

Somewhere Every Day
Radio and Television Stations are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

Honor Due Three Executives For Philanthropy Activities

BERNARD C. (BEN) DUFFY, president of BBDO, New York; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., and Ogden R. Reid, president and editor, *The New York Herald Tribune*, will be honored for their "philanthropic efforts in behalf of many worthy causes" by the Federation of Jewish Philanthropies at the annual dinner Dec. 5 in New York of the federation's advertising, broadcasting and publishing division.

Cited for their humanitarian efforts by Lawrence Valenstein, board chairman of Grey Adv., New York, and chairman of the division, were Mr. Goldenson for his work in behalf of United Cerebral Palsy Assns. Inc., the March of Dimes, United Jewish Appeal, the Will Rogers Memorial Hospital, and the Anti-Defamation League to B'nai B'rith; Mr. Duffy for his work in behalf of the Greater New York Fund, the Cardinal's Committee for the Laity, and National Conference of Christians and Jews; Mr. Reid for his paper's fresh air fund that allows underprivileged children the chance to attend summer camp, and the annual *Herald-Tribune* forum for high school and college students.

WJAN, Girl Scouts Take Top Radio Contest Prize

WJAN Spartanburg, S. C., and the local Girls Scouts Council won first prize in the $2,000 Action for Peace in Our Town national radio contest, the sponsoring Institute for International Order announced last week in New York. WJAN and the Girls Scouts each will receive $400 for their public service program dedicated to the keeping of municipal peace and order.

Second place winners—at $200 each—were WGAR Cleveland and that city's branch of the Women's International League for Peace and Freedom.

Third prize winners and local organizations cited at $100 each: WKAL Rome, N. Y., and the Rome Committee for the United Nations and WWDC Washington and the Women's International League for Peace and Freedom (D. C. Chapter). Fourth prize winners at $50 each: WKDA Nashville and that city's Business and Professional Women's Club; WBUX Doylestown, Pa., and the Local League of Women Voters chapter; KBRO Bremerton, Wash., and the Bremerton Community Theatre and WTAG Worcester, Mass. and the United World Federalists.

Judges for the contest, which will be repeated next year, were MBS commentator Cecil Brown, ABC Vice President of News and Public Affairs John Daly, CBS News Director John F. Day, Arthur W. Hepner of the NBC *Monitor* staff, Louis M. Lyons, curator of the Nieman Foundation, and John Crichton, executive editor, *Advertising Age*.

Nominations Now Being Taken For Alfred I. duPont Awards

NOMINATIONS for the 14th annual radio-tv awards of the Alfred I. duPont Awards Foundation now are open, according to an announcement by foundation curator O. W. Riegel, Washington & Lee U., Lexington, Va.

Three awards will be given for performances in 1956: one to a radio or television station of large power for outstanding broadcast performance in the public interest, a second will recognize over-all performance of a station of smaller power, and a third will go to a radio or tv commentator whose work has been distinguished by "aggressive and consistently excellent and accurate gathering of news in the public interest."

Each award carries a stipend of $1,000 and offers the winner the privilege of establishing a scholarship or fellowship for the benefit of the broadcasting industry. Radio-tv personnel as well as the general public may submit nominations.

Awards for Service to Vets

WABT (TV), WAPI, WBRC-AM-TV, all Birmingham, Ala., United Press and Associated Press are being honored today (Monday) by the National Veterans Day Assn. The awards are for cooperation with such groups as the American Legion, Veterans of Foreign Wars, Disabled American Veterans, Marine Corps Assn. and the United Spanish War Veterans, during the past 10 years.

SEVEN Washington area radio stations, in recognition of the "continuous and prosperous" use of radio by Woodward & Lothrop department store, presented a plaque to one of their best accounts. Kevin B. Sweeney, RAB president (l), is shown here making the presentation to James Hardy, Woodward & Lothrop advertising vice president, at a luncheon honoring the Capital city department store. Sponsoring the tribute were WGMS, WMAL, WRC, WTOP and WWDC, all Washington; WGAY Silver Spring, Md., and WPIK Alexandria, Va.

Jan. 2 Deadline Announced For Ohio State U. Awards

DEADLINE for submitting entries for the 1957 American Exhibition of Educational Radio & Television Programs, sponsored by Ohio State U., is Jan. 2. Known as the "Ohio State Awards" competition, the event is held yearly in conjunction with the university's Institute for Education by Radio-Tv, directed by Dr. I. Keith Tyler.

Purpose of the competition is to further the broadcasting of significant educational radio and tv programs, whether sustaining or commercially sponsored, by singling out outstanding series for special honors.

Award winners for 1957 will be announced May 6 and the prize-winning programs will be available for review during the institute, May 8-11 in Columbus. Additional information and entry blanks for the 1957 competition may be obtained by writing to the institute, 19 Derby Hall, Ohio State U., Columbus 10, Ohio.

AWARD SHORTS

Lloyd E. Yoder, NBC vice president and general manager, WRCV-TV Philadelphia, cited by Robert E. Sessions, president of local Chamber of Commerce and Frank I. Newburger Jr., president, Philadelphia-Baltimore Stock Exchange for his "outstanding public service in education." Award was in recognition of WRCV-TV's presentation of *Invest in America* series.

William H. Sylk, president, WPEN Phila-

BROADCAST TUBES are always in stock at ALLIED

IMMEDIATE DELIVERY ON

RCA 1850-A

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave.
Chicago 80
Phone: HAymarket 1-6800

delphia and **Harry S. Sylk,** vice president, honored by State of Israel for their "exemplary service in establishment and development of State of Israel."

Douglas Y. Smith, vice president and general manager, RCA Tube Div., Harrison, N. J., cited by Cooper Union (his alma mater) for his "scientific resourcefulness."

Leslie C. Johnson, vice president and general manager, WHBF-AM-TV Rock Island, Ill., honored with certificate for public service contribution to religious life of community by Lutheran Church, Missouri Synod, producer of *This Is the Life* tv series.

George R. Dunham, general manager, WNBF-AM-TV Binghamton, N. Y., received award from local chapter of Boy Scouts of America in "appreciation for service station has rendered to youth of community."

NBC and its **WMAQ-AM-TV** Chicago, given "distinguished public service" citation by Union League Club of Chicago last month for stations' *City Desk* program which focuses public attention on civic problems.

KDKA-TV Pittsburgh, Pa. cited last month by State Medical Society for *House Call,* program dealing with medical profession. KDKA also received awards for public service from Boy Scouts of America, Pa. Assn. for Blind, Lutheran Church and Western Pa. Multiple Sclerosis Society Inc.

Waldo Abbot, director of WUOM, U. of Michigan, Ann Arbor, received personal citation for "dinstinguished service" from National Assn. of Educational Broadcasters during its convention in Atlanta, Ga. last month.

George W. Henyan, consultant, General Electric Co.'s electronic tubes sales operation, honored at banquet in recognition of his 40 years of service with GE.

WSJS-FM Winston-Salem, N. C. received

SDX Plaque to KDKA

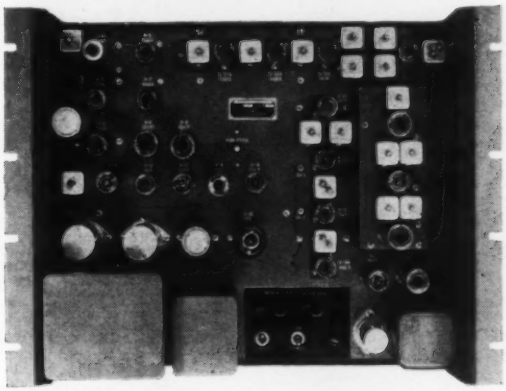
A BRONZE TABLET marking KDKA Pittsburgh as an "historic site in journalism" was dedicated last Monday (Nov. 5) by officers of the Tri State Professional Chapter of Sigma Delta Chi, national journalistic fraternity. The plaque was presented to Harold C. Lund, Pittsburgh vice president of the Westinghouse Broadcasting Co.

Significantly, the presentation took place on the eve of the 10th presidential election since KDKA's broadcast of the Harding-Cox election returns Nov. 2, 1920. The plaque dedicated last week is a duplicate of a Sigma Delta Chi plaque presented on KDKA's 35th anniversary in 1955. The original plaque is to be installed in the East Pittsburgh plant of the Westinghouse Electric Co., scene of KDKA's history-making broadcast in 1920.

NEMS-CLARKE MODEL TR-1

WOAY KLEW KVOO KIDO WGBS WDMJ KVAL WICA KLIX KFXJ CMQ KSTF KTRE KDRO KBES WRTV KIMA WWTV WGLV

KXJB KZTV KFBC WABI KMID KNOX WFLB WNBF WFAM KDLO WKSN KGUL WSPD KVEC WIRI WKBN WGBI WBOC KSBW



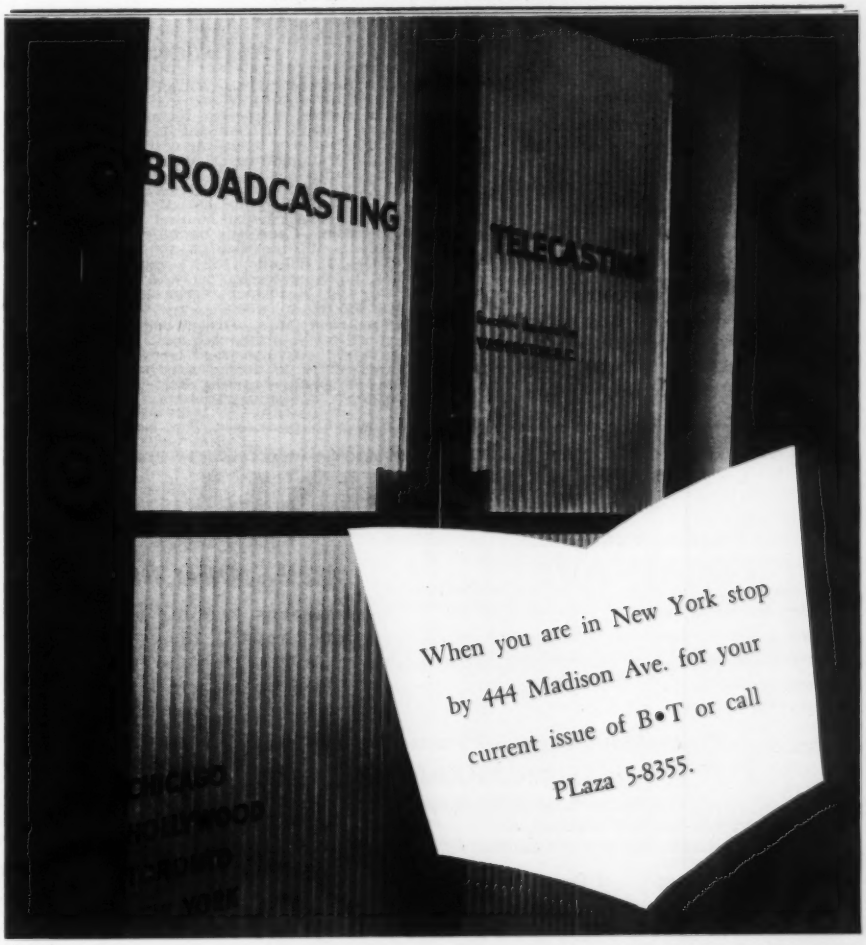
TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Write Dept. G-1 For Further Information



citation from United Press for being member of its news distribution system for past 20 years.

Jim Reid, WPTF Raleigh, N. C., sportscaster, winner of annual Lee Kirby Memorial Award as state's outstanding sports announcer.

Frank Silvernail, BBDO, N. Y., and **Dorothy Gordon,** *New York Times,* received gold Radio Pioneer pins in honor of their "outstanding service as past presidents" of N. Y. Chapter of Radio Pioneers.

WTAO Boston received certificate of appreciation from Air Force for its "outstanding cooperation and continuous effort to further national security of U. S."

MCA-TV's *Dr. Hudson's Secret Journal* tv film series has been commended by American Medical Assn., through its Physicians Advisory Committee on Television, Radio & Motion Pictures, as "one of television's finest offerings . . . that portrays medicine in an accurate and favorable light."

WMGM New York cited last month with commendation for service to protestantism by New York State Council of Churches for its "generous assistance in relaying newsworthy events, services and participations in protestant action."

KLZ-AM-TV Denver, Colo., received citation for its arrangements to have Edgar Bergen and Charlie McCarthy visit local orphanages and for "continued active support" of local United Funds drive.

WGN-TV Chicago cited by Loyola U., that city, for its contributions of "public service time to educational and cultural programs" on university's *Learning Brings Adventure* series on station.

WSB Atlanta, Ga., cited for promoting "Operation Clean Up" by United Committee of Senior, Junior and Women's Chambers of Commerce.

WOWL Florence, Ala., received 1955 National Safety Council Public Interest Award from Alabama Department of Public Safety for its annual teenage safe driving contest.

Station Authorizations, Applications
(As Compiled by B • T)

November 1 through November 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

AM-FM Summary through Nov. 7

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,947	3,081	165	332	126
Fm	516	545	38	43	0

FCC Commercial Station Authorizations
As of October 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearing	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

TV Summary through Nov. 7

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[3]
Noncom. Educational	23	21	44[4]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,039	337	811	566	1,377[5]
Noncom. Educ.	63		36	27	63[5]
Total	1,102	337	847	593	1,441[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

New Tv Stations . . .

APPLICATIONS

New Bedford, Mass.—Wilson Bcstg. Corp. vhf ch. 6 (82-88 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,010.25 ft. Estimated construction cost $560,913, first year operating cost $475,755, revenue $492,458. P. O. address 85 William St., Worcester, Mass. Studio location New Bedford. Trans. location Gay's Head, Mass. Geographic coordinates 41° 19′ 38″ N. Lat., 70° 48′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Howe Assoc. Principals include **George F. Wilson** (67.27%), **Kathleen I. Wilson** (12.73%) and others. Wilson Bcstg. holds cp for ch. 20 **WAAB-TV Worcester, Mass.,** and is former owner of WAAB there. Filed Nov. 7.

Greenwood, Miss.—Greenwood Bcstg. Co., vhf ch. 6 (82-88 mc); ERP 30.4 kw vis., 15.4 kw aur.; ant. height above average terrain 347 ft., above ground 383 ft. Estimated construction cost $145,250, first year operating cost $78,000, revenue $120,000. P. O. address Box 414, Greenwood. Studio and trans. location 5 mi. west Greenwood on Miss. Rte. 10. Geographic coordinates 33° 31′ 32″ N. Lat., 90° 16′ 09″ W. Long. Trans. and ant. GE. Legal counsel Stephen Tuhy, Washington. Consulting engineer, Page Creutz, Steel & Waldschmitt, Washington. **Cy N. Bahakel,** 100% owner of applicant, also owns **WABG Greenwood, WLBJ Bowling Green, Ky.; WRIS Roanoke, Va.; WOOD Lynchburg, Va.; WLPH Huntington, W. Va.; WKIN Kingsport, Tenn.,** and **WKOZ Kosciusko, Miss.** Filed Oct. 31.

Elk City, Okla.—Video Independent Theatres Inc., vhf ch. 8 (180-186 mc); ERP 0.712 kw vis., 0.356 kw aur.; ant. height above average terrain 88.75 ft., above ground 148 ft. Estimated construction cost $37,822, first year operating cost $100,000, revenue $100,000. P. O. address Box 1334, Oklahoma City 1, Okla. Studio and trans. location 111 S. Main St. Geographic coordinates 35° 24′ 41″ N. Lat., 99° 24′ 27″ W. Long. Trans. Sarkes Tarzian, ant. Prodelin. Legal counsel Spearman & Roberson, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Applicant owns **KVIT (TV) Santa Fe, N. M.; KSTP (TV) Hot Springs, Ark.;** 12.5%, **KWTV (TV) Oklahoma City, Okla.,** and is applicant for new tvs at Midland, Tex., and Sioux Falls, S. D. Filed Nov. 5.

Reliance, S. D.—Midcontinent Bcstg. Co., vhf ch. 6 (82-88 mc); ERP 53.2 kw vis., 32.2 kw aur.; ant. height above average terrain 1,112 ft., above ground 711 ft. Estimated construction cost $225,100, first year operating cost $90,000, revenue $95,000. P. O. address % **Joseph Floyd,** Phillips Ave. and Eighth St., Sioux Falls, S. D. Studio location to be determined. Trans. location Medicine Butte. Geographic coordinates 43° 57′ 59″ N. Lat., 99° 36′ 11″ W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include equal owners Mr. Floyd, **N. L. Bentson** and **Edmond R. Ruben.** Midcontinent is licensee, **KELO-AM-TV Sioux Falls** and **KDLO-TV Florence, S. D.** Same interests control **WLOL-AM-FM Minneapolis, Minn.** Filed Nov. 5.

Monahans, Tex.—Tri-Cities Bcstg. Co., co-partnership of J. Ross Rucker, J. B. Walton and Helen Winborne Walton vhf ch. 9 (186-192 mc); ERP 27.5 kw vis., 13.8 kw aur.; ant. height above average terrain 619 ft., above ground 637 ft. Estimated construction cost $149,061, first year operating cost $160,000, revenue $160,000. P. O. address Box 1118, Monahans. Studio and trans. location 2.5 mi. east of Pyote on U. S. Hwy. 80. Geographic coordinates 31° 32′ 44″ N. Lat., 103° 04′ 48″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Rucker is 36% owner-pres.-gen. mgr., **KVKM Monahans.** Waltons have oil, ranching and business interests. Filed Nov. 7.

Salt Lake City, Utah—U. of Utah vhf ch. 7

CALIFORNIA

Independent
$60,000.00

Agricultural and clean industry area. Exclusive market in need of owner-manager. Tremendous tax advantages with $15,000.00 down payment required.

Network
$225,000.00

This market is keeping ahead of the state growth. Ideal climate. Chance for good operator to realize money back in four to five years. Requires at least one-half cash.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

(174-180 mc); ERP 22.9 kw vis., 13.8 kw aur.; ant. height above average terrain 3,067 ft., above ground 140 ft. Estimated construction cost $304,000, first year operating cost $40,000, no revenue. P. O. address Salt Lake City 12. Studio location U. of Utah. Trans. location Mount Vision. Geographic coordinates 40° 36' 20" N. Lat., 112° 09' 58" W. Long. Trans. and ant. RCA. Legal counsel E. R. Callister, Salt Lake City. Consulting engineer C. Richard Evans, Salt Lake City. Proposed facility is for non-commercial educational purposes. Filed Nov. 6.

Ponce, Puerto Rico — Portorican - American Bcstg. Co., vhf ch. 7 (174-180 mc); ERP 0.578 kw vis., 0.289 kw aur.; ant. height above average terrain 113 ft., above ground 139 ft. Estimated construction cost $98,800, first year operating cost $80,000, revenue $85,000. P. O. address Box 786, Ponce. Studio location 164 Villa St. Trans. location El Vigia. Geographic coordinates 18° 01' 22" N. Lat., 66° 37' 14" W. Long. Trans. and ant. Gates. Legal counsel Everett D. Johnston, Washington. Consulting engineer George C. Davis, Washington. Principals include Alfonso Gimenez Aguayo (pres.-41.4%), mgr., **WPAB Ponce; Juan A. Wirshing** (vp.-11.5%), and **Inocencia Bigay vda. Soltero Machuelo** (32.7%). Applicant is licensee, WPAB. Filed Nov. 1.

APPLICATION AMENDED

Augusta, Me.—Application of **Pine Tree Telecasting Corp.** seeking new tv on ch. 10 amended to change ant. height above average terrain to 559.7 ft. and make other ant. changes. Filed Nov. 7.

Existing Tv Stations . . .

ACTIONS BY FCC

WSBA-TV York, Pa.—Granted mod. of cp to change ERP to 132 kw vis., 66.1 kw aur., specify trans. and studio location (not move), change type trans. and ant. and make other equipment changes. Announced Nov. 6.

WFRV-TV Green Bay, Wis.—Granted mod. of cp to change ERP to 93.3 kw vis., 56.2 kw aur., modify ant. for non-DA and correct coordinates (not move), ant. 1,119.75 ft. Announced Nov. 6.

APPLICATIONS

WJW-TV Cleveland, Ohio—Seeks cp to make changes in ant. system of existing tv. Filed Nov. 1.

WSES (TV) Philadelphia, Pa.—Seeks mod. of cp (which authorized new tv) to change ERP to 219.2 kw vis., 118.2 kw aur., change trans. location to Architect's Bldg., 17th & Sansom Sts., Philadelphia, make ant. and other equipment changes. Filed Nov. 7.

Allocations . . .

ACTIONS BY FCC

Bozeman, Butte, Mont.—FCC by notice of further proposed rule-making in Docket 11798, invites comments by Dec. 10 to proposal to give Bozeman vhf channel by shifting ch. 6 from Butte to Bozeman, and substituting uhf ch. 28 at Butte. Announced Nov. 1.

Nacogdoches, Tyler, Tex.; Lake Charles, De Ridder, Crowley, La.—FCC finalized rule making in Docket 11792 and assigned ch. 19 to Nacogdoches (in addition to its present ch. 40) by deleting it from Tyler, and Lake Charles, and substituting ch. 61 in Tyler and ch. *14 (educational) in Lake Charles. These changes also necessitated substituting ch. 76 for ch. 21 in Crowley, and ch. 70 for ch. 14 in De Ridder. Changes are effective Dec. 10. Announced Nov. 1.

FCC invites comments by Dec. 10 to following proposals for changes in tv table of assignments. ments:

Altoona, Johnstown, Pa.—By **WARD-TV Johnstown, Pa.** (channel 56) insofar as it requests shifting ch. 19 from Altoona to Johnstown, but rejected proposal to shift ch. 56 from Johnstown to Altoona and request for show cause order to specify operation of WARD-TV on ch. 19 in lieu of ch. 56.

Arecibo, Aguadilla, P. R.—By **Hector Reichard** to shift ch. 13 from Arecibo to Aguadilla. Announced Nov. 1.

FCC, by separate memorandum opinions and orders, denied requests for amendments to outstanding notices of rule making, but included following petitions as counterproposals in respective dockets:

Springfield, Ill.; Terre Haute, Ind.; St. Louis, Mo.—By **WICS (TV) Springfield, Ill.** (ch. 20) to delete ch. 2 from Springfield and assign it to Terre Haute, as well as to St. Louis. (Outstanding rule-making in Docket 11747 would make Springfield all uhf by deleting its only vhf ch. 2 and giving it to St. Louis and adding chs. 26 and either 36 (taking latter away from St. Louis) or 39 to Springfield in addition to its present chs. 20 and educational *66.)

Ainsworth, Omaha, Neb.—By **KMTV (TV) Omaha, Neb.** (ch. 3) to assign either uhf ch. 16 or vhf ch. 7 to Ainsworth in lieu of outstanding proposal in Docket 11830 to assign ch. 3 to Ainsworth. Announced Nov. 1.

Nadine, Hobbs, N. M.; Monahans, Tex.—FCC by report and order, denied petition and amendment thereto by **Video Independent Theatres Inc.,** and terminated rule-making proceeding in Docket 11793 initiated by Video's petition to assign ch. 9 to Nadine, amended to request that assignment to Hobbs, by deleting it from Monahans and substituting ch. 35 at latter place. Application is now on file for ch. 9 in Monahans. Announced Nov. 1.

Translators . . .

APPLICATION

Winnemucca, Nev.—**Winnemucca Lions Club,** ch. 76 (842-848 mc) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w, ERP to community 53.6 w. P. O. address Box 732, Winnemucca. Estimated population to be served 3,500. Estimated construction cost $6,352, first year operating cost $724. Filed Nov. 7.

New Am Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—Application of **David M. Segal** seeking cp for new am on 740 kc, 500 w D, dismissed (request of applicant). Announced Nov. 1.

Anna, Ill.—**Anna. Bcstg. Corp.** granted 1440 kc, 500 w D. P. O. address P. O. Box 450, Paducah, Ky. Estimated construction cost $16,150, first year operating cost $35,000, revenue $50,000. Equal partners are: **Pierce E. Lackey,** owner of WPAD-AM-FM Paducah and **F. E. Lackey,** owner of WHOP-AM-FM Hopkinsville, Ky. Announced Nov. 1.

Galesburg, Ill.—Application of **Knox County Bcstg. Corp.** seeking cp for new am on 1590 kc, 5 kw D, returned (dated wrong). Announced Nov. 2.

Shreveport, La.—**Twin-City Bcstg. Co.** granted 1300 kc, 1 kw D. P. O. address 206 Texas Eastern Bldg., Shreveport. Estimated construction cost $28,800, first year operating cost $48,000, revenue $60,000. Principals include **Charles E. Ray** (president-11.88%), owner, KLUV Haynesville, La., and 11.88%, WEND Baton Rouge, La., and **Joel E. Wharton** (4.95%), owner of KLVI Vivian, La. Announced Nov. 1.

Raeford, N. C.—Application of **North State Bcstg. Co.** seeking cp for new am on 1430 kc, 1 kw D, dismissed (Sec. 1.381 of rules). Announced Nov. 1.

Martin, Tenn.—**Jones T. Sudbury** granted 1410 kc, 1 kw D. P. O. address 215 N. 10th St., Blytheville, Tenn. Estimated construction cost $20,400, first year operating cost $40,000, revenue $45,000. Mr. Sudbury is local commercial manager of **KLCN Blytheville.** Announced Nov.1.

APPLICATIONS

Hattiesburg, Miss.—**Dave Arnold Matison Jr.** 1310 kc, 1 kw D. P. O. address 420 S. 21st Ave., Hattiesburg. Estimated construction cost $13,300, first year operating cost $33,000, revenue $38,500. Mr. Matison is 25% owner, **WAML Laurel, Miss.,** and 12.5% **WDAM-TV Hattiesburg.** Filed Nov. 6.

Farmington, N. M.—**Herman A. Cecil** 960 kc, 1 kw D. P. O. address 1115 Linden, Texarkana, Ark. Estimated construction cost $16,470, first year operating cost $31,200, revenue $44,400. Mr. Cecil is commercial mgr., **KOSY Texarkana.** Filed Nov. 7.

Jonesboro, Tenn.—**Mountain View Bcstg. Co.** 1590 kc, 5 kw D. P. O. address Box 53, Jonesboro. Estimated construction cost $36,650, first year operating cost $32,000, revenue $45,000. Principals include **Roy E. Faircloth** (pres.-51%), automobile dealer, and **Margaret** and **Hubert Ralph Moore** (20%), partners in Mountain Music Makers, entertainment. Filed Nov. 7.

Neillsville, Wis.—**Central Wisconsin Bcstg. Inc.** 1260 kc, 1 kw D. P. O. address % **Howard Sturtz Jr.,** Box 163, Neillsville. Estimated construction cost $18,096, first year operating cost $38,000, revenue $42,000. Principals include **Herman North** (pres.-79.6%), pres., Neillsville Bank, and theatre interests; Mr. Sturtz (v. p.-20%), mgr., Neillsville studios of **WDLB-AM-FM Marshfield, Wis.,** and orchestra leader. Filed Nov. 7.

APPLICATION AMENDED

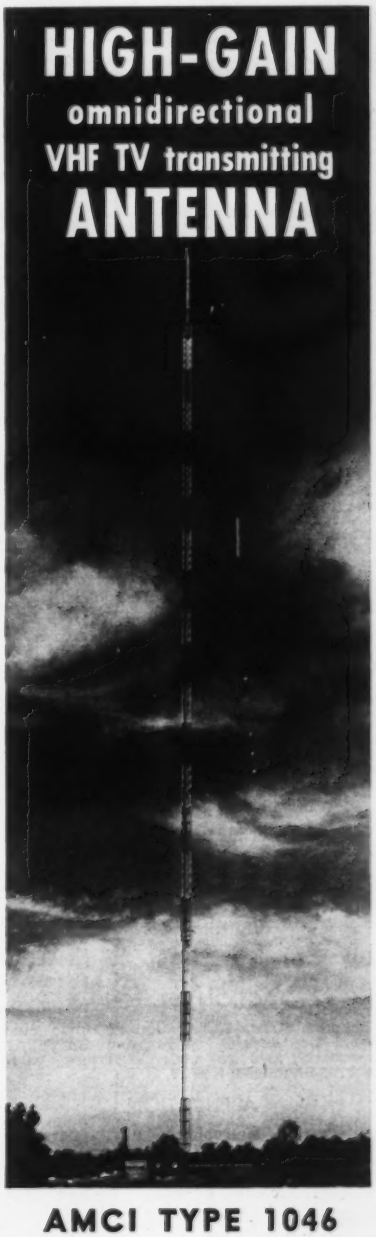
Quincy, Wash.—Application of **L. D. Adcox, Donald R. Nelson, Gene R. Johnsick & Richard C. Singleton d/b as Quincy Valley Bcstrs.** seeking cp for new am on 1370 kc, 1 kw D, amended to change ant.-trans. and studio location, make changes in ground system and delete remote control point. Filed Nov. 2.

Existing Am Stations . . .

ACTION BY FCC

KURA Moab, Utah—Application seeking mod. of cp (which authorized new am), to extend completion date, returned (not properly notarized). Announced Nov. 1.

WTOE Spruce Pine, N. C.—Application seeking transfer of control returned (not properly filled



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type 1 null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI **ALFORD** *Manufacturing Co. Inc.*
299 ATLANTIC AVE. BOSTON, MASS.

out). Announced Nov. 7.

APPLICATIONS

WJOI Florence, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Nov. 1.

WKJG Fort Wayne, Ind.—Seeks cp to make changes in ant. system (decrease height of No. 5 tower, remove fm ant.). Filed Nov. 2.

WWVR Terre Haute, Ind.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Filed Nov. 7.

KCKN Kansas City, Kan.—Seeks cp to change ant.-trans. and studio location, install new trans., make changes in ant. (decrease height) and make changes in ground system. Filed Nov. 1.

WESO Southbridge, Mass.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Nov. 1.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system. Filed Nov. 1.

KGAY Salem, Ore.—Seeks mod. of license and cp to change name to KGAY Inc. Filed Nov. 1.

KELO Sioux Falls, S. D.—Seeks mod. of cp to make change in DA system. Filed Nov. 5.

KELO Sioux Falls, S. D.—Seeks mod. of cp (which authorized install new combined am-tv tower) to make changes in new tower. Filed Nov. 7.

WTUC Union City, Tenn.—Seeks cp to change frequency from 1580 kc to 620 kc, increase power from 250 w to 1 kw, install new ant. (increase height), make changes in ground system and trans. Filed Nov. 7.

WAJR Morgantown, W. Va.—Seeks mod. of cp (which authorized change frequency, power, install new trans. and DA-2 and change ant.-trans. location) to change ant.-trans. location. Filed Nov. 2.

APPLICATIONS AMENDED

KFOX Long Beach, Calif.—Application seeking cp to change ant.-trans. location, install new ant. and operate trans. by remote control, amended to change name to **Hogan Bcstg. Corp.** Filed Nov. 2.

WYSR Franklin, Va.—Application seeking mod. of cp (which authorized new am) to change frequency from 1570 kc to 1250 kc, increase power from 250 w to 1 kw and change type trans., amended to change name to WYSR Inc. Filed Nov. 2.

APPLICATION RESUBMITTED

WMAJ State College, Pa.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Nov. 1.

New Fm Stations . . .

ACTION BY FCC

Lockport, N. Y.—Application of **Union Sun & Journal Inc.** seeking cp for new fm returned (improperly filed re name, signature, balance sheet). Announced Nov. 5.

APPLICATION

Dallas, Tex.—Metropolitan Bcstg. Corp., 105.3 mc, ERP 11.1561 kw unl. P. O. address 3707 Gaston, Dallas. Estimated construction cost $3,590, first year operating cost $6,300, revenue $10,000. Principals include **Theodore Bisland** (pres.-19.4%), medical doctor; **Frank Joseph Haahn** (10.1%), engineer, Continental Electronics, Dallas; **Anthony J. Schirato** (10.1%), interior decorator; **Adele Goodwyn Needham** (10.1%), nurse; **Perry Q. Needham** (10.1%), medical doctor; **Sydnie G. Smith** (10.1%), medical doctor, and **Julian K. Hirschberg** (10.1%), engineer, Chance Vaught Aircraft, Dallas. Filed Nov. 7.

Existing Fm Stations . . .

APPLICATION

WDSU-FM New Orleans, La.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 3.38 kw, ant. height above average terrain to 586.5 ft. Filed Nov. 2.

Ownership Changes . . .

ACTIONS BY FCC

KFI Los Angeles, Calif.—Granted transfer of control from **Earle C. Anthony** to **Earle C. Anthony, Security-First National Bank of Los Angeles and Eugene Overton**, trustees. No consideration. Corporate change. Announced Nov. 1.

WWPB Miami, Fla.—Granted assignment of license to WSKP Inc. for $160,000. Sole owner of WSKP Inc. is Ohio Music Corp. Principals are Pres. **William O'Neil**, 75% and Vice Pres. **J. W. Lemmon**, 25%. Announced Nov. 1.

WBBA Pittsfield, Ill.—Granted transfer of control from **Keith Moyer** to **G. B. Meyer** through sale of 55% for $25,500. Mr. Meyer, who has interest in **WTIM Taylorville, Ill.**, will own 80% of WBBA. Announced Nov. 1.

WCVS Springfield, Ill.—Granted transfer of control from **Harold L. Dewing** to **Harold L. Dewing** and **M. Helen Dewing**, as family group. Mr. Dewing is transferring one share of stock to his wife. Announced Nov. 6.

KANS Wichita, Kan.—Granted assignment of license from **Kenyon Brown** and **Frank J. Lynch d/b as KANS Bcstg. Co.**, to **State Bcstg. Co. (KBYE Oklahoma City, Okla.)** for $55,000. Mr. Brown and Mr. Lynch each own 49.9% of State Bcstg. Announced Nov. 6.

KBUN Bemidji, Minn.—Granted assignment of license from **Butler Bcstg. Co.** to **Paul Bunyan Bcstg. Co.** for $65,000. **J. W. Potter Co.** and Potter interests (*Rock Island* [Ill.] *Argus*), owners of Paul Bunyan Bcstg., own controlling interest, **WHBF-AM-FM-TV Rock Island, Ill.** Announced Nov. 1.

KSWM-AM-TV Joplin, Mo.—Granted transfer of control from **Austin A.** and **Eleanor F. Harrison** to **WSTV Inc.** for $591,000. WSTV Inc. is licensee of **WSTV-AM-FM-TV Steubenville, Ohio**, and has contracted to buy **WBLK-AM-TV Clarksburg**, and **WPAR-AM-FM Parkersburg**, both W. Va., pending FCC approval. WSTV principals own **WFPG-AM-TV Atlantic City, WPIT Pittsburgh** and **WBMS Boston.** Announced Nov. 1.

KSHO-TV Las Vegas, Nev.—Being advised that application for assignment of cp (ch. 13) to **Moritz Zenoff and Wilbur Clark d/b as C & Z** indicates necessity of hearing. Announced Nov. 1.

WLEU Erie, Pa.—Granted assignment of license from **Joseph P. Wardlaw Jr.** to **L. E. U. Bcstg. Co.** Stock transaction. No change in ownership. Announced Nov. 6.

WRAK-AM-FM-TV Williamsport, Pa.—Being advised that application seeking assignment of licenses from **WRAK Inc.** to **WGAL Inc.** (J. Hale and John F. Steinman) for $125,000 indicates necessity of hearing. Steinman family owns **WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg** and **WRAW Reading**, all **Pa.**, and **WDEL-AM-FM Wilmington, Del.** Announced Nov. 1.

KBKI Alice, Tex.—Granted transfer of control from **Buford Nicholson, Givens A. Parr** and **George Prowse** to **Jules J. Paglin** and **Stanley W. Ray Jr.** for $37,650. Messrs. Paglin and Ray own **WBOK New Orleans; WXOK Baton Rouge** and **KOAK Lake Charles**, all **La.**; **KYOK Houston, Tex.**, and **WLOK Memphis, Tenn.** Announced Nov. 1.

KMUL Muleshoe, Tex.—Granted assignment of license from **John Burroughs** and **Leola Randolph**, partnership, to **John Burroughs, Leola Randolph and Gilbert Lamb d/b as Radio Station KMUL**, for $1,866. Mr. Lamb, station manager, will own 20% and others 40% each. Announced Nov. 6.

WNAM Neenah, Wis.; WFRV-TV Green Bay, Wis.—Granted transfer of control from **Clayton Ewing, S. N. Pickard, F. J. Lenfesty** and **George E. Bills** to **Clayton Ewing, S. N. Pickard** and **George E. Bills** as voting trustees. Corporate change. Announced Nov. 6.

WPLY Plymouth, Wis.—Granted acquisition of negative control by **Milton Maltz** and **Robert Wright** through purchase of stock from **Samuel Rieder** for $22,000. Mr. Maltz and Mr. Wright will each own 50%. Announced Nov. 1.

WOBT Rhinelander (Town of Pelican), **Wis.**—Granted transfer of control from **Dr. C. A. Richards, Folke Becker, James Cleary** and **Clyde Estabrook** to **James Cleary** and **Clyde Estabrook** for $18,000. Announced Nov. 6.

WTRW Two Rivers, Wis.—Granted transfer of control from **Chris** and **Wendell Hansen** and **Charles Whitford** to **Francis C. Schmitt** for $22,000. Announced Nov. 1.

KVOC Casper, Wyo.—Granted assignment of license to **William F. Shutts** and **Duane W. Simons d/b as KVOC Bcstg. Co.** through sale of 52% interest held by **Hanway-Perry** group for $45,000. Mr. Shutts and Mr. Simons are present 48% owners. Announced Nov. 1.

APPLICATIONS

WKTS Brooksville, Fla.—Seeks assignment of cp from **Roy O. Hawthorne Jr.** and **Elmo B. Kitts d/b as Hernando Bcstg. Co.** to **Elmo B. Kitts tr/as Hernando Bcstg. Co. for $50.** Filed Nov. 1.

WGMA Hollywood, Fla.—Seeks assignment of license from **South Jersey Bcstg. Co.** to **Eastern Bcstg. Service Inc.** for $65,000. Co-owners of proposed assignee are **Jack Barry** and **Daniel Enright**, Barry & Enright Productions Inc., N. Y. Filed Nov. 1.

WAAG Adel, Ga.—Seeks assignment of license from **W. M. Forshee, Robert A. Davis** and **M. E. Shepherd d/b as Cook County Bcstg. Co.** to **W. M. Forshee** and **M. E. Shepherd d/b as Cook County Bcstg. Co.**, for $7,500. Filed Nov. 7.

WAGA-AM-FM-TV Atlanta, Ga.—Seeks assignment of license from **Storer Bcstg. Co.** to **The Washington Post Co. (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.)** for $6,500,000. Filed Nov. 1.

WTAM Decatur, Ga.—Seeks assignment of license and cp from **Republic Bcstg. System Inc.** to **WTAM Inc.** for $85,000. Proposed assignee is 100% owned by **Emil J. Arnold**, 49% owner, **WALT Tampa, Fla.**; 51%, **WINN Louisville, Ky.**, and 50%, **WMFJ Daytona Beach, Fla.** Filed Nov. 5.

WINI Murphysboro, Ill.—Seeks assignment of license from **Cecil W.** and **Jane A. Roberts** to **Robert D.** and **Martha M. Rapp** for $17,600. Filed Nov. 7.

KLEE Ottumwa, Iowa—Seeks assignment of license from **Mid-America Bcstg. Co.** to **J. William O'Connor** (owner, **WPFA Pensacola, Fla.**) and **Jack Lester** for $52,500. Filed Nov. 1.

KFBI Wichita, Kan.—Seeks transfer of negative control from **C. Howard Lane** *et al.* through sale of 50% to **H & E Balaban Corp.** for $102,000. Balaban firm owns 50%, **WTVO (TV) Rockford, Ill.**; 50%, **WMCM (TV) Grand Rapids, Mich.**; 50%, **WICS (TV) Springfield, Ill.**; is applicant for WICS satellite in White Heath, Ill.; for tv cp in Birmingham, Ala., and has 50% interest in application pending for assignment of license of **WRIT Milwaukee, Wis.** Filed Nov. 7.

WJMS Ironwood, Mich.—Seeks acquisition of positive control by **William L. Johnson** through purchase of stock from **Eva Johnson.** Mr. Johnson, former 37.74% owner, will own 58.2%. Filed Nov. 6.

KLOS Albuquerque, N. M.—Seeks acquisition of positive control by **Western Bcstg. Co.** through purchase of stock from **J. W. Sutherland** and **A. F. Riekeman** for $2,000 and assumption of obligations. Equal owners of Western are **Frank P. Redfield**, pres.-gen. mgr.-25% owner, **KIFN Phoenix, Ariz.**; **Edgar B. Pool, Dr. Henry J. J. Steffens Jr.**, and **H. Walker Harrison**, equal owners of KIFN. Filed Nov. 5.

KBWL Blackwell, Okla.—Seeks acquisition of positive control by **Dr. Forrest G. Conley** through purchase of stock from **E. N. Haynes** for $4,000. Dr. Conley, present pres.-29.8% owner, will own 89%. Filed Nov. 7.

WABV Abbeville, S. C.—Seeks assignment of license from **Mildred Allen** and **Edithe Mooneyham d/b as Abbeville Bcstg. Co.** to **J. A. Gallimore** for $25,000 and assumption of $5,000 obligations. Mr. Gallimore and wife own **WSNW Seneca, S. C.**; **WSSC Sumter, S. C.**; 60% **WBAW Barnwell, S. C.**; 60%, **WLFA LaFayette, Ga.**, and 52%, The Journal Co., Seneca newspaper-printing firm. Filed Nov. 5.

Brookings, S. D.—Seeks assignment of license from **Louis Jack Dublon, Eugene J. Patek** and **Robert J. Reimers, co-partners d/b as Brookings Bcstg. Co.** to **Robert J. Reimers, Eugene J. Patek** and **Eider C. Stangland, co-partners d/b as Brookings Bcstg. Co.** for $8,250. Mr. Stangland is former farm director, **KSOO Sioux Falls, S. D.** Filed Nov. 2.

Hearing Cases . . .

FINAL DECISIONS

Newburyport, Mass.—FCC announced its decision of Oct. 31 granting application of **Theodore**

Continues on page 138

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

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RADIO

Help Wanted

Managerial

South Florida 250 watt station with good potential not yet realized needs aggressive sales or station manager to put it over the top. Good base salary plus percentage to right man. All replies confidential. Box 351C, B•T.

Station manager—for well established radio station in southeast. Must be strong on sales, promotion and merchandising. Knowledge of southern radio helpful. Top deal to right party. Write or wire Box 420C, B•T.

Immediate vacancy for assistant manager with guarantee of promotion to manager within year. Must have board experience and be willing to take air shift during indoctrination. Sales experience desirable. Vacancy is at one of a chain which will be expanded soon. Must have car. Prefer young, married announcer, or program director with several years air experience. Good starting salary with regular increases and incentive bonus. Reply by letter with audition, photograph and complete resume with references. Box 446C, B•T.

Wanted: Hardselling radio station manager and radio commercial manager. Also television sales manager. Excellent opportunities and permanent. Aaron B. Robinson, The Dixie Network, P. O. Box 309, Jackson, Tenn.

Salesmen

We have openings for salesmen who have sold Negro radio. This opportunity is with company which owns 100% Negro stations in New York, Chicago and Norfolk. Will guarantee you good money plus chance for advancement in management. Send full resume. Box 329C, B•T.

Time salesman with fundamental knowledge of advertising principles, ability to write good copy, strong on sales. Either newspaper or radio background. State age, education, experience, present income, photo (will be returned), and martial status. Good starting salary, opportunity to advance, age 25-35. Job in South Carolina. Box 426C, B•T.

Announcer-salesman. Texas station needs top man experience in small markets, to assist manager with sales, service and airwork. Special events and sportscasting helpful. Excellent salary and commission. Box 438C, B•T.

Ideal opportunity for top-flight experienced salesman in major market with tremendous sales figures. Box 453C, B•T.

Outstanding sales opportunity for aggressive, young top-flight salesmen in top major Florida market. $100.00 guarantee or draw, which ever you prefer, plus 15% commission. This is a fast growing organization that wants only top-flight producers that will grow with us. Send all details to Box 457C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Experienced salesman wanted immediately for 1000 watt independent. We'll pay well for proven ability. Radio Station KCHR, Charleston, Missouri.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Need enterprising salesman for top station in market—fine opportunity in growing radio-tv corporation group—send photo and full details first letter. Walt Dennis, WTAC, Flint, Michigan.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Top southwestern music and news independent needs good, experienced, popular music disc jockey. Send recent photo and tape, plus resume of experience. Box 316C, B•T.

Immediate opening for announcer with minimum of one year commercial experience. Kilowatt daytimer in eastern market. 40 hour week, overtime pay, vacation and other benefits. Must have car. Must be willing to settle permanently in growing organization with excellent advancement opportunities. Starting wage up to $75.00 per week with regular increases at six month intervals. Send tape, resume, and photo. Not interested in recent graduates nor recent AFRS announcers. Box 445C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. Tape not returnable. Box 459C, B•T.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Needed experienced quality announcer. No drifters. Permanent staff job. Start $70.00 per week. Contact Sam W. Anderson, Manager, KFFA, Helena, Ark.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-engineer, first class ticket. Immediate opening, daytime operation. Send tape. KLOH, Pipestone, Minn.

Experienced announcer. Radio and tv staff plus DJ. Tape, picture, resume, requirements to Art Bolin, WARM, Scranton, Pa.

Experienced staff announcer. Strong news, commercial delivery. Contact Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Announcer-DJ with good commercial delivery. Must be dependable and permanent. Good pay to right man. Experienced preferred but not necessary. Send resume and tape to John Garrison, WFUN, Huntsville, Alabama.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Position open for experienced staff announcer . . . salary $325 per month. Must have several years experience in a quality station. Forward audition tape, state experience and references. Francis M. Kadow, WOMT, Manitowoc, Wis.

Play-by-play sports announcer for basketball, baseball and football. Present man joining KMOX. Man we hire must also do tv sports and radio commercial work. Minimum of two years broadcast experience. Send tape, audition of play-by-play work, complete background and recent photo to Merrit Milligan, WTAD, KHQA-TV, Quincy, Illinois.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Pennsylvania independent with accent on quality wants all around staff man with same. Full details and tape with first letter please. WVSC, Somerset, Pa

New station open December. Announcer with first class ticket, announcer-writer, salesman. Complete details and tape. Box 762, Colorado Springs, Colorado.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education, experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

Technical

Chief engineer. Capable of taking complete charge of medium market midwestern kilowatt am and uhf-tv. Only interested in man looking for permanent position. Send complete qualifications, salary requirements and photo. Box 368C, B•T.

Assistant to technical operating manager 50,000 watt station with small electronic development laboratory attached. Unusual opportunity for young technical man with practical broadcasting experience and knowledge of electronic circuits with talent for experimenting. Location small seashore town near Boston, congenial living condition, good salary and rapid advancement to man properly qualified. Give details, education and experience first letter. Box 421C, B•T.

Engineer-announcer. Live wire engineer with some board experience for central Texas small market station. Excellent working conditions. New equipment. Above average salary. Box 439C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Help wanted: Chief engineer—250 watt—daytime—some announcing. Good pay. Stable operation. Must be experienced as chief. Contact Glen Stanley, KBOE, Oskaloosa, Iowa.

Minimum Wage $100 a Week

We need an announcer with a proven selling record who can handle a permanent 40-hour-a-week shift of mostly pop and standard music. Some news. He must like towns of 10,000 in the Southwest. If it takes more than $100 to lure you away from your present job just say so and let us be the judge. Daytime work. Include audition tapes and discs.

Box 454C, B•T

RADIO

Help Wanted—(Cont'd)

Technical

1000 watt daytime indie wants engineer with first class ticket and minimum of five years experience. Excellent opportunity to settle in a permanent position as chief engineer. Call, or wire or write KJOE, Shreveport, Louisiana. Salary depends on experience and ability. Unless you are looking for permanency don't waste our time.

Wanted: Engineer with first class license. Excellent working conditions. Paid vacation. Announcing not necessary but chance for combo work if interested. Send full details to Roy Judge, KWSH, Wewoka, Oklahoma.

Chief engineer needed immediately for 5000 watt Mutual station. Good working conditions. Starting salary $450. Must be able to work board shift. Also need combination man with first class ticket. Please contact Mr. McAdams, KYOS, Merced, California. Phone: Randolph 2-6251.

First class engineer, studio maintenance, remotes, etc. Contact Leo Jylha, WBCM, Bay City, Michigan.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

WFNC, Fayetteville, North Carolina, needs first class operator. Write giving experience and references. Good hours, New equipment. Opportunity to work with multiplexing.

First class engineer for newspaper owned am-fm station in northern Indiana's lake region. Some announcing. Write giving phone number or call collect, Fred Gresso, WRSW, Warsaw, Indiana.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Programming-Production, Others

News director—challenging local news job open in active small market. Kilowatt independent. Newsman with excellent background wanted. Experienced, aggressiveness and maturity prerequisites. Box 318C, B•T.

Program director—outstanding kilowatt indie with top rating and excellent staff in 20,000 single station market seeking family man with comprehensive PD experience. Administrative and creative ability paramount. Box 319C, B•T.

Wanted in southern New England. Experienced newsman-newscaster to join award winning news staff. Please send full details first letter and tape. Letters will not be reviewed unless accompanied by tape. Tape will be returned. We want someone thoroughly schooled in local news writing in short form and able to put their own material on the air. Just newsmen apply, no neophytes, no announcers, please! Box 376C, B•T.

Girl with all-around small station experience in upper midwest. Bookkeeping and traffic knowledge essential but other talents desirable. Furnish background information and salary required. Box 417C, B•T.

Southwest, 50,000 watt CBS outlet needs competent newscaster who can qualify as reporter, writer and editor. Send audition tape with complete background and snapshot in first reply to KWKH, Shreveport, Louisiana.

Wanted—female continuity writer, reliable and permanent. Contact Floyd Brown, WRMN, Elgin, Illinois. No calls.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

Situations Wanted

Managerial

Man and wife team desires managerial position in small market. Seven years experience all phases—now employed. Box 356C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Experienced general manager, or sales manager, radio-tv. Young, aggressive, with outstanding sales record and excellent industry references. Have reorganized radio stations into profitable operations and constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

Manager: Sales and administrative background, college, educated, presently 5 figure earnings, good reference, age 31. Box 403C, B•T.

Radio station manager do you need an assistant? Young, dependable woman. Excellent references. Can assume responsibility. Southeast preferred. Box 413C, B•T.

Station manager: Also one man sales department. Billing $65,000 yearly. Seeks challenge, large market. Director of State Broadcaster's Assn. First. Excellent references. Box 418C, B•T.

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

Salesmen

First phone. Experienced all phases except sales. Ready to learn. Box 416C, B•T.

Announcers

Experienced disc jockey and staff announcer. Looking for permanent position. Presently employed. Can do play-by-play. Box 203C, B•T.

Experienced announcer. Married—knows music. Excellent newscaster, good DJ. One year at present station. Desire to relocate. Box 221C, B•T.

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 347C, B•T.

Eight year radio-tv sports commercial. Top play-by-play all sports. Top commercial job. Available immediately. Address all replies to Box 360C, B•T.

DJ personality with sales appeal, available now. Go anywhere. Reliable. Ready. Box 380C, B•T.

Gal DJ, strong commercials, knows music, library work, typing. Go anywhere. Box 381C, B•T.

Will trade: One good announcer with five years radio and tv experience as staff, news weather, and MC, for one job in radio or tv offering a liveable salary and pleasant working conditions in Colorado, New Mexico, or in the west. Permanent. Details, etc., on request. Box 405C, B•T.

With 5kw NBC affiliate in major market. Can do anything on mike and do it well. Looking upward, anyone there. Box 406C, B•T.

First phone, announcer. Six years as DJ, news editor, PD. Prefer morning. Box 414C, B•T.

Announcer 2½ years experience, journalism background, above average voice, married, references, available immediately, will go anywhere. No actual local news experience but confident I can handle it. Box 422C, B•T.

Superior basketball sportscaster available for season. Want permanence; northeast, midwest, sports-minded station. Experienced all sports, sales, staff. College grad., 25, married, vet. Employed sports-sales $450. Box 424C, B•T.

Announcer, 2½ years experience, references, want to locate in North Carolina. Box 423C, B•T.

Commercial DJ—presently employed—wish to relocate in northeast. Minimum salary—$85. Box 431C, B•T.

Reliable? Undeniable! Know-how? And how! Qualified? Verified! Versatile, saleable tape? Available! Box 432C, B•T.

Family man, 30, radio, tv, shown biz background, seeks position with opportunity for advancement. Box 433C, B•T.

Stop here for experienced news, disc, sports announcer. Family. References. Box 434C, B•T.

Recent graduate, desires fulltime position in radio station, assisting all staff members, with some announcing everyday. Tape, resume. Box 448C, B•T.

Radio school graduate, versatile voice. Seeking good spot. Midwest preferred. Box 451C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Women, announcer, commentator, experienced, preferably Pittsburgh or tri-state area. Box 456C, B•T.

Newsman—deejay—5 years—strong air salesman—27—B.A.—family, permanent. Bob Gaynor, 73000 Harding, Miami Beach, Fla.

I'm desperate. Doesn't anyone need a radio-tv announcer with five years experience? Phone or write J. Reynolds, KBST, Big Spring, Texas.

Announcing school graduate with 1st phone desires first position with directional. State salary and hours. Bershire 7-6721 after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

Chief engineer—radio pioneer. 35 years licensed commercial and radio telephone. 30 years chief engineer. Complete resume and photo on request. Box 292C, B•T.

Experienced, capable chief engineer—construction, maintenance, directionals, remote control, 250w to 50kw. Box 404C, B•T.

Second phone, experienced, veteran, single, 22. Have tape. Will travel. Box 412C, B•T.

First phone, five years experience. Desire xmtr shift. No announcing. Box 415C, B•T.

Chief engineer-salesman, limited announcing. Available immediately. Highest character and technical references. Write or phone Bill Alford, 495 Guava Street, Bartow, Florida.

Recent 1st phone desires his first position as operator. Alexander Sipich, 101 Gilbert Lane, San Diego, California.

(Continued on next page)

BROADCAST and TV ENGINEERS

RCA... has several attractive openings for aggressive, sales-minded engineers with at least 5 years technical experience in the Radio and Television Broadcasting Industry.

FIELD SALES

Interesting assignments in various territories selling RCA transmitters, antennas and studio equipment to station engineers and executives. Must have ability and personality for dealing with top-level engineering and managerial personnel.

SALES & PRODUCT ADMINISTRATION

Several openings for technically qualified personnel to perform variety of duties in administering sales program of radio and TV broadcasting equipment. Act in technical liaison capacity between salesmen, customer, engineering and production. Only occasional travel.

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Please send detailed resume of training experience and salary desired—which will be confidentially received and acknowledged—to:

Mr. John R. Weld
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RADIO CORPORATION OF AMERICA
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RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Sell more with production. Our service adds new voices, new ideas, more sales. Write for information. Production. Box 375C, B•T.

Apprenticeship over: News editor-reporter-announcer seeks permanent position anywhere. Four years metropolitan radio-tv, two years Europe. Journalism Degree. 31, married. Cal Holm, 2113 W. Lapham Street, Milwaukee. Tel.: EV 3-5833.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Salesman

Our well-known company, due to expansion has two territories open: South (includes Georgia, Alabama and South Carolina). Midwest (includes Ohio, Indiana, Michigan). We require previous sales experience. Liberal drawing account and commissions should reward right men with minimum of $20,000 per year. Our present sales staff are informed of this ad. All answers strictly confidential. Send complete resume to: Richard Ullman, Inc., 295 Delaware Avenue, Buffalo, New York.

Technical

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relationship. One of nation's top stations. State experience, education and provide a recent snapshot. Reply. Box 268C, B•T.

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

Experienced tv engineer—chief or assistant. Permanent position. Established Pennsylvania CBS station. Excellent opportunity. Box 447C, B•T.

Growing station in expanding market needs studio engineer with previous experience who desires position involving operation, construction and maintenance. Vhf channel 2, brand new equipment. Maximum power January 1st. Top pay. Contact Grant French, KOOK-TV, Billings, Montana.

South Florida vhf television station has immediate opening for engineer. First phone license and car necessary. Forward resume to Ross McPherson, Chief Engineer, WEAT-TV, P. O. Box 70, West Palm Beach, Florida.

Immediate opening chief engineer. Experience with uhf desired. Established station. Secure position. Contact George Gartland, WARD-AM-TV, Johnstown, Pa.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Film director, experienced, to head two man department for midwest vhf. Must be able to handle booking and other administrative duties as well as editing. 16mm camera experience desirable but not required. State qualifications, salary requirement, and date of availability in first letter. Box 400C, B•T.

News director—midwest NBC-TV affiliate capable of directing local news staff. Open effective immediately. Send photo, disc, and resume. Box 407C, B•T.

Situations Wanted

Managerial

Personable, versatile tv executive—20 years in industry. Excellent combination man. Strong on sales, production, programming, live shows and announcing. Excellent record achieving personnel teamwork. Can secure additional staff if needed. Outstanding personal and business references. Now employed. Box 402C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman, 9 years radio, one tv, with proven sales record, best references. With present employer over five years. Want larger market. Box 444C, B•T.

Announcers

Over ten years radio-tv. Announcer-producer. Prefer southwest or Florida. Single, best references. Presently heading department. Box 401C, B•T.

Announcer-director—now working in a metropolitan three station market. Desires position with a future and opportunity for advancement. Married—reliable—six years experience in broadcasting—willing to travel for right job. Box 455C, B•T.

Technical

Tv engineering job desired. All around operation. 1st phone, no experience. Box 410C, B•T.

Technician, first phone, age 33, married, family. Completed 17 months technical school. Diploma radio and tv communications. Box 427C, B•T.

Director of engineering—chief engineer. 8½ years tv, network o&o and local station. All phases including construction. 20 years broadcast and allied. Top references. Locate anywhere. Box 436C, B•T.

Programming-Production, Others

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Girl Friday desires assistant directorship to write, produce, direct. Two years tv fundamentals. On-camera experience. Age 21. College background. Further details, references, snapshot on request. Box 365C, B•T.

Tv director. Seven years radio-tv. Excellent references. Married, 26. Box 408C, B•T.

Three years teaching all phases tv programming and production. 2 years director and assistant. Seeking position small station with potential. Box 430C, B•T.

News—sports director, write, and air news and sports. Natural for radio-tv operation, 16mm cameraman, finest references. Box 452C, B•T.

News director for television. 6 years experience in news alone. 1909 Montague Street, Rockford, Illinois.

FOR SALE

Stations

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

For sale—250 single station—fulltime in northeast. Price, $36,000.00. $18,000 cash. No agents. Money-maker for owner-operator. Presently, absentee-ownership. Box 440C, B•T.

Small metropolitan market station with earnings record. Price $250,000—29% down, balance 5 years at 5%. Paul H. Chapman, 84 Peachtree, Atlanta.

Now available. Quality radio and vhf television properties. Southwest. Down payments ranging from $15,000 to $100,000 cash. Written inquiries from qualified principals are cordially invited. Information not available by telephone. Ralph Erwin. Broker. 1443 South Trenton. Tulsa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

FOR SALE—(Cont'd)

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Complete fm station, $2,495.00. GE BT-1A 250 watt transmitter, frequency monitor, single ring antenna, 350' ⅞ coax on spool. Box 411C, B•T.

Tubes, five 6155/4—125 purchased new in September by manufacturer, now surplus due to equipment redesign. Lot $75.00. Box 419C, B•T.

RCA phasor and antenna terminal equipment for three tower directional array. Available about January 1, 1957. RCA-WA-3A grating generator, composite genlock. Make offer. WHIO-TV, Dayton, Ohio.

688' guyed 40 lb. windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eldson Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase run-down station in southeast or far west. Station owner. Box 442C, B•T.

Equipment

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Wanted: RCA BTF 10-B 10 kw fm transmitter. Advise price, terms and easiest delivery. Box 379C, B•T.

Wanted to buy: RCA BC-2B studio consolette. Box 428C, B•T.

Wanted—complete studio and transmitting equipment for 1000 watt station. Box 437C, B•T.

Wanted: Six RCA or Andrew #13852 transmission line bayonet insulators. J. F. Cerny, WJOL, Joliet, Illinois.

Wanted: Tower. 550 to 1000 feet, Channel 6 antenna, 40 to 100kw transmitter. Roy E. Giles, WRIS, Roanoke, Virginia.

Base insulator for 300' tower, fm studio-xmtr link, modulation monitor, console, turntables, in good condition, write: Solt, 132 Watson Rd., N. Syracuse, N. Y.

Any or all equipment for 1kw am station. State particulars first letter. J. T. Sudbury, 215 N. Tenth Street, Blythville, Arkansas.

Wanted several used mobile 6 and 12 volt two-way units. Write complete description, condition and prices. Jess Tepner Chevrolet Co., Craighton, Nebraska.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N.W., Washington 6, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1368.

RADIO

Help Wanted—(Cont'd)

WANTED

SALESMEN
COPYWRITERS
ANNOUNCERS
ENGINEERS

Immediate Placement

SHIELD RADIO-TV PERSONNEL

Box 630
Palm Beach, Florida
Phone JU 2-8531

Managerial

Large established midwestern radio station—CBS affiliate—has opening for manager.

Wire full qualifications and salary requirements.

Box 450C, B•T

Salesmen

NOW READ THIS!!!

Top Eastern 50kw Independent

Needs

Aggressive, Experienced, Proven

RADIO SALESMAN

$10,000-$12,000 GUARANTEE

RUSH resume and picture to

Box 409C, B•T

(All material will be regarded as highly confidential and will be returned.)

RADIO TIME SALESMEN

Two experienced radio time salesmen wanted for 30 counties in central Illinois and metropolitan Peoria. Liberal drawing account against commission to qualified experienced men with automobile. If you are a floater, drunkard, check artist and otherwise undependable do not apply. Contact John R. Livingston, WPEO, Inc., Peoria. Phone 4-9249.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted immediately by one of the fastest growing stations of the Bartell Group—man with first phone — accent on voice and copywriting. Excellent opportunity for advancement and an assured future with one of America's leading group of broadcasters. Send resume and tape to BARTELL BROADCASTERS, 522 W. Wisconsin Avenue, Milwaukee, Wisconsin. All tapes returned promptly.

DJ's

Augment your income $95-$250 a week selling unique franchise record distribution service. Major labels and artists only. Write for details.
Box 435C, B•T

Situations Wanted

Management

GENERAL MANAGER

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operations. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one more move as I have never been a "floater". Box 460C, B•T

TELEVISION

Help Wanted

Managerial

Long established midwestern VHF—CBS TV affiliate—serving large rural and metropolitan area is considering applications for general manager position. Wire immediately full details of your qualifications and salary requirements.

Box 449C, B•T

TELEVISION

Help Wanted—(Cont'd)

Announcers

WANTED: Immediate opening—experienced TV announcer. Knowledge of Directoring helpful. Give background, salary expected for 48 hour week. Contact Program Director, WUSN-TV, Charleston, S. C.

Programming-Production, Others

NEWS DIRECTOR WANTED

Top-flight radio-TV news department in midwest major market needs an experienced aggressive news director. Must have executive ability and be thoroughly experienced in local reporting and writing. Local TV newsreel experience helpful. Salary open. Top character, and business references required. Tell your complete story in first letter. Attach small photo. Confidential.

Box 384C, B•T

FOR SALE

RARE BUSINESS OPPORTUNITY

Wish to dispose of business manufacturing portable radio studios as I must devote fulltime to station management. Will assign all ownership and manufacturing rights and inventory for under $3,000. Real opportunity for person with promotional ability. E. C. Stangland, Manager, KBRK, Brookings, S. D.

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

INSTRUCTION

FCC 1-t PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Continues from page 132

Feinstein for new am on 1470 kc, 500 w D, in Newburyport. Comr. Craven abstained from voting. Announced Nov. 5.

Shreveport, La.; El Dorado, Ark.—FCC by order of Oct. 31 made effective immediately initial decision of Sept. 26 and granted applications of **Twin-City Bcstg. Co.**, for new am to operate on 1300 kc, 1 kw D, at Shreveport and El Dorado Bcstg. Co. to increase power of **KDMS El Dorado** on 1290 kc from 1 kw to 5 kw D. Announced Nov. 1.

Muleshoe, Tex.—FCC announced its decision of Oct. 31 granting application of Blackwater Valley Bcstrs. for new am on 1570 kc, 250 w D, in Muleshoe, provided applicant files within 60 days application for mod. of permit specifying ant. site conforming with Commission's rules and standards, and denying competing application of **Muleshoe Bcstg. Co.** Comr. Craven abstained. Announced Nov. 5.

Raymondville, Harlingen, Laredo, Tex.—FCC announced its decision of Oct. 31 granting application of **Hale Schaleben and Van N. Culpepper** for new am on 1240 kc, 250 w unl. in Raymondville; denying application of **John F. Thorwald** for new am in Harlingen, seeking same facilities, and denying for default application of **Border Bcstrs. Inc.**, to change frequency of **KVOZ Laredo** from 1490 kc to 1240 kc, operating as before with 250 w unl. Comr. Craven abstained. Announced Nov. 5.

INITIAL DECISIONS

WKNB-AM-TV New Britain, Conn.—Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward grant of applications of **New Britain Bcstg. Co.**, for mod. of cp of station **WKNB-TV** (ch. 30) **New Britain, Conn.**, and for transfer of control of New Britain Bcstg. Co. (WKNB and WKNB-TV) from **Julian Gross** *et al.* to **National Bcstg. Co.** Announced Nov. 1.

Salem, New Castle, Ind.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of **Don H. Martin** to increase power of **WSLM Salem** from 250 w to 1 kw D on 1220 kc, and denying application of **Courier-Times Inc.**, for new am on 1220 kc, 250 w DA-D in New Castle, Ind. Announced Nov. 1.

OTHER ACTIONS

KOBY San Francisco, Calif.—FCC by memorandum opinion and order, on pleading by **Milton Stern Jr.**, designated for hearing application for assignment of license of KOBY from **Bay Radio Inc.** to **Mid-America Bcstrs. Inc.** but permitted Sept. 5 grant to remain in effect. Comr. Bartley abstained. Comr. Doerfer dissented. Announced Nov. 1.

WMFJ Daytona Beach, Fla.—FCC by memorandum opinion and order of Oct. 31: (1) granted petition by **WMFJ Inc.**, for reconsideration of Sept. 5 order requiring reversion of WMFJ to **W. Wright Esch**; (2) set aside that portion of Sept. 5 memorandum opinion and order which postponed effective date of assignment of license of WMFJ from Mr. Esch to WMFJ Inc., pending decision in hearing on protest by Theodore Granik and William H. Cook and directed reversion of WMFJ to Mr. Esch, and (3) authorized WMFJ Inc., to continue operation of WMFJ pending Commission's decision after hearing. Announced Nov. 1.

Key West, Fla.—Designated for consolidated hearing applications of **Ken-Sell Inc.** and **Florida Keys Bcstg. Corp.** for new ams on 1500 kc, 250 w DA unl.; made WTOP Washington, D. C., party to proceeding. Comr. Craven abstained from voting. Announced Nov. 1.

Mt. Pleasant, Iowa—FCC by order of Oct. 31 dismissed with prejudice, for failure to prosecute, application of Henry County Bcstg. Co. for new am to operate on 1340 kc, 100 w unl., at Mt. Pleasant. Announced Nov. 1.

Paducah, Ky.—FCC by memorandum opinion and order denied Oct. 1 supplement to petition by **WSIL-TV Harrisburg** (ch. 22), Ill., requesting deferment of final action in Paducah ch. 6 comparative proceeding pending study and examination of possibility of making Harrisburg and Southern Illinois area substantially uhf by refusing to add additional vhf stations in area, or, alternatively, include in grant condition staying construction until further order of Commission following determination whether additional vhf service should be introduced in area. Denial of supplemental petition is without prejudice to WSIL-TV's Aug. 3 petition for rule-making to assign ch. 3 to Harrisburg and to order WSIL-TV to show cause why its authorization for ch. 22 should not be modified to show operation on ch. 3. Announced Nov. 1.

WGMS-AM-FM Bethesda-Washington—FCC by memorandum opinion and order of Oct. 31: (1) granted motions by **The Good Music Station Inc.**, and **RKO Teleradio Pictures Inc.**, to vacate that portion of Sept. 13 memorandum opinion and order which postponed effective date of grant of assignment of license and cp of station WGMS Bethesda, Md., and license of WGMS-FM Washington, D. C., from The Good Music Station Inc., to RKO Teleradio Pictures Inc.; (2) in accordance with order of Court of Appeals, set aside those portions of Sept. 13 memorandum opinion and Oct. 12 order which delayed reassignment to assignor, and set aside those portions which postponed effective date of grant pending decision in hearing on protest by Lawrence M. C. Smith; (3) authorized RKO Teleradio to continue operation of WGMS and WGMS-FM pending Commission's decision after hearing, and (4) ordered evidentiary hearing on Smith protest to be held upon issues and at time and place to be specified in subsequent order. Comrs. Hyde, Bartley and Lee concurred in part and dissented in part and issued statements; Comr. Doerfer dissented and issued statement. Announced Nov. 1.

KOB Albuquerque, N. M.—FCC by memorandum opinion and order of Oct. 31 acted on pleading in proceeding involving applications of Albuquerque Bcstg. Co. for mod. of cp of KOB for regular operation on 770 kc with 50 kw unl. (now licensed on 1030 kc, 10 kw unl., but operates on 770 kc, 50 kw D, 25 kw N), and for license to cover cp as modified and authority to determine operating power by direct measurement, as follows: (1) affirmed examiner's ruling admitting evidence based on representative transmitter sites, and denied requests by Westinghouse Bcstg. Co. **(WBZ Boston, Mass.)** and American Bcstg. Co. **(WABC New York, N. Y.)** for modification of that ruling; (2) granted KOB petition requesting burden of proceeding with introduction of evidence under certain issues be placed on WABC and, accordingly, placed burden under issues 1 through 10, 17 through 19, and 25 on KOB, issues 11 through 16, and 20 through 22 on WABC, and issue 26 on Commission; (3) denied request of KOB that show cause orders be issued to WABC, WBZ and KOB or that licenses be called up for renewal and consolidated with instant proceeding; (4) struck, at KOB request, issues 23 and 24 as originally proposed by KOB, and dismissed as moot WABC petition for clarification of these issues; (5) granted in part petition by The Baptist General Convention of Texas **(KWBU Corpus Christi)** and modified issue 26 to determine whether license of KWBU should be modified to specify daytime only operation; (6) denied KWBU request for reconsideration of its petition for inclusion of issue relating to possible operation by it on 770 kc, and (7) on petition of KXA Inc **(KXA Seattle, Wash.)**, modified issue 17 to determine nature and character of program service now being rendered by KOB, WABC, WBZ and KXA. Comr. Craven abstained. Announced Nov. 1.

WLBR-TV Lebanon, Pa.—FCC announced its order of Oct 31 which, on its own motion, postponed oral argument from Nov. 13 to date to be set later, in proceeding on transfer of control of **Lebanon Television Corp.** (WLBR-TV, ch. 15) from **Lebanon Bcstg. Co.** *et al.*, to **Triangle Publs. Inc.**, in order to have time to consider certain pleadings. Announced Nov. 2.

KSIX-TV Corpus Christi, Tex.—FCC by order of Oct. 31 denied Aug. 10 petition by **KVDO-TV Corpus Christi** (ch. 22) for reconsideration of Commission action of July 13 in refusing to impose condition upon grant of application of K-SIX Television Inc. (KSIX-TV, ch. 10) at Corpus Christi, which would prohibit construction until such time as Commission decides rule-making proceeding based on KVDO-TV petition for deintermixture at Corpus Christi. Announced Nov. 1.

Clarksburg, W. Va.—FCC by memorandum opinion and order of Oct. 31, granted petition by **Ohio Valley Bcstg. Corp.**, *et al.* applicant, for review of Chief Hearing Examiner's order refusing permission to file additional pleading and accepted same; granted **Clarksburg Pub. Co.**, protestant, plea to extent of construing Issue No. 3 to encompass determination whether full disclosure of terms and conditions of payment agreement between Ohio Valley Bcstg. Corp. and **Clarksburg Bcstg. Corp.** was made to Commission by Ohio Valley; otherwise denied petition to enlarge or clarify. Proceeding involves application of Ohio Valley for a new tv station **WBLK-TV Clarksburg** (ch. 12), and for transfer of control of Ohio Valley from **News Pub. Co.** to WSTV Inc. (Dockets 11004, 11691). Announced Nov. 1.

Routine Roundup . . .

November 1 Decisions

BROADCAST ACTIONS
By the Commission
Actions of Oct. 31

KUMV-TV Williston, N. D.—Granted applications for private tv intercity relay system between Bismarck and Williston to transmit programs from applicant's station KFYR-TV (ch. 5, Bismarck), to KUMV-TV (ch. 8) through chain of six stations near Baldwin, Underwood, Max, Plaza, Stanley and Wheelock, distance of about 165 miles.

WWPF Palatka, Fla.—Granted increase of D power from 500 w to 1 kw, continuing operation on 1260 kc, 500 w-N, DA-N.

WIVI Christiansted, V. I.—Granted change operation from 1230 kc, 250 w, unl., to 1040 kc, 250 w, unl., trans. to be operated by remote control.

KSTN Stockton, Calif.—Granted change operation on 1420 kc from 1 kw, DA-1, unl., to 1 kw, 5 kw-LS, DA-2, unl., engineering conditions.

WFMQ-FM Hartford, Conn.—By letter, denied request for waiver of rules to permit regular fm broadcasts for less than required daily and weekly minimum of 5 and 36 hours, respectively.

WSIG Mount Jackson, Va.—FCC by memorandum opinion and order, on protest and petition for reconsideration filed by **WHBG Harrisonburg, Va.**, postponed effective date of its Sept. 5 grant to increase power of station WSIG Mount Jackson, from 1 kw to 5 kw, DA, install DA and change trans., operating D only on 790 kc; scheduled application for oral argument on Nov. 13 on economic issues; and designated application for evidentiary hearing on Jan. 16, 1957, on other issues.

KRAM Las Vegas, Nev.—Granted renewal of license on regular basis.

WNYC New York, N. Y.—By letter, denied request for waiver of Sect. 1.324 (b) of rules and for STA to broadcast after 10 p.m. EST (its licensed sign-off time), proceedings of United Nations "regarding the current crisis and potential threat to peace in the Middle East". Commission held that reasons advanced for waiver of Sect. 1.324(b) are not sufficient to warrant waiver of long-standing rule which was adopted to insure protection from objectionable interference to stations licensed to operate unlimited time.

November 1 Applications

Accepted for Filing
License to Cover Cp

KDES Palm Springs, Calif.—Seeks license to cover cp which authorized new am.

KRKS Ridgecrest, Calif.—Seeks license to cover cp which authorized new am.

KUVR Holdrege, Neb.—Seeks license to cover cp which authorized new am.

KFMA Davenport, Iowa—Seeks license to cover cp which authorized increase power, change studio location, install new trans. and operate trans. by remote control.

WBIQ (TV) Birmingham, Ala.—Seeks license to cover cp which authorized new non-commercial tv.

Modification of cp

WPCF Panama City, Fla.—Seeks mod. of cp (which authorized change frequency, power, install new trans. and DA-2 and change ant.-trans. location) to extend completion date.

WKXY Sarasota, Fla.—Seeks mod. of cp (which authorized change frequency and install DA-D) to extend completion date.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system.

WARE Ware, Mass.—Seeks mod. of cp (which authorized change hours operation and install DA-N) to extend completion date.

WBRB Mount Clemens, Mich.—Seeks mod. of cp (which authorized new am to extend completion date.

WEAV Plattsburgh, N. Y.—Seeks mod. of cp (which authorized increase power, install new trans., change ant.-trans. location and make changes in DA system) to extend completion date.

WVET Rochester, N. Y.—Seeks mod. of cp (which authorized change ant.-trans. location) to extend completion date.

KBBC Centerville, Utah—Seeks mod. of cp (which authorized new am) to extend completion date.

RENEWAL OF LICENSE AMENDED

KFOX Long Beach, Calif.—(Change name to Hogan Bcstg. Corp.), **KWIP Merced** and **KJOY Stockton**, both Calif. (change name to Joseph Gamble Stations Inc.)

RENEWAL OF LICENSE RESUBMITTED

KCOY Santa Maria, Calif.

November 2 Applications

ACCEPTED FOR FILING
Modification of Cp

WSES (TV) Philadelphia, Pa.—Seeks mod. of cp (which authorized new tv) to extend completion date to 5-28-57.

November 5 Applications

ACCEPTED FOR FILING
Modification of Cp

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to extend completion date.

KMOT (TV) Minot, N. D.—Seeks mod. of cp (which authorized new tv) to extend completion date to 5-5-57.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new tv) to extend completion date to May 1957.

License to Cover Cp

KMJ-TV Fresno, Calif.—Seeks license to cover cp which authorized install auxiliary ant. system at main trans. location.

November 6 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Action of November 5

KRAM Las Vegas, Nev.—Granted authority to operate transmitter by remote control while using non-DA ant.

Actions of November 2

KJLT North Platte, Neb.—Granted license covering increase power, change DA-D to non-DA using #2 tower of present DA system and installation of new trans., move trans. approx.

600 ft. south of present location and specify studio location.

WLSU Baton Rouge, La.—Granted license covering changes in licensed station.

WQAM-FM Miami, Fla.—Granted request to cancel license; call letters deleted.

Following were granted extensions of completion dates as shown: WAIQ Andalusia, Ala. to 5-1-57; WPRO-TV Providence, R. I. (main trans. & ant.), to 5-19-57; WMBR-TV Jacksonville, Fla. (main trans. & ant.) to 1-7-57; KIEM-TV Eureka, Calif. to 6-1-57; WTVS (TV) Detroit, Mich. to 5-30-57; WSES (TV) Philadelphia, Pa. to 5-28-57; KBID-TV Fresno, Calif. to 5-9-57; KETC (TV) St. Louis, Mo. 5-6-57.

Following were granted extensions of completion dates as shown: WARE Ware, Mass. to 3-1-57, conditions; WEAV Plattsburgh, N. Y. to 12-19, conditions; WPCF Panama City, Fla. to 12-20, conditions; WKXY Sarasota, Fla. to 3-28-57, conditions; KBBC Centerville, Utah to 2-21-57; WBRB Mt. Clemens, Mich. to 4-15-57, conditions.

Actions of October 31

WMIT Clingman's Peak, N. C.—Granted license covering changes in fm broadcast station, ant. 3,100 ft.

KGAY Salem, Oreg.—Granted mod. of cp and license to change name to KGAY, Inc.

WJAX-FM Jacksonville, Fla.—Granted cp to change ERP to 7.7 kw.

KGMS Sacramento, Calif.—Granted mod. of SCA requesting both simplex and multiplex basis.

KMLB-FM Monroe, La.—Granted STA to waive requirements of Sec. 3.261 of rules to permit station KMLB-FM to remain silent for period of 30 days from Nov. 1 to test public reaction in order to determine whether to return to air or request cancellation.

KWOW Pomona, Calif.—Granted CP to change ant.-trans. location, make changes in ground system and operate trans. by remote control.

WTMV East St. Louis, Ill.—Granted cp to make changes in ant. and ground system (remove side mounted fm ant.).

Following were granted extensions of completion dates as shown: **WETV (TV) Atlanta, Ga.**, to 5-1-57; **KBST-TV Big Spring, Tex.**, to 5-5-57; **WQMC (TV) Charlotte, N. C.**, to 4-1-57; **WITN (TV) Washington, N. C.**, to 5-26-57; **KPAR-TV Sweetwater, Tex.**, to 5-21-57; **WSBA-TV York, Pa.**, to 5-22-57; **KGMS-TV Sacramento, Calif.**, to 5-21-57.

Actions of October 29

KOAM-TV Pittsburg, Kans.—Granted license for tv broadcast station (ch. 7).

WBRZ (TV) Baton Rouge, La.—Granted license for tv broadcast station and change description of trans. and studio location (not move) (ch. 2).

WALA-TV Mobile, Ala.—Granted license for tv broadcast station (ch. 10).

WOAY-TV Oak Hill, W. Va.—Granted license for tv broadcast station (ch. 4).

WKBN-TV Youngstown, Ohio (main trans. & ant.)—Granted license for tv broadcast station (ch. 27).

KFMB-TV San Diego, Calif.—Granted license covering changes in facilities of tv broadcast station; ERP vis. 245 kw, aur. 123 kw.

WTVJ (TV) Miami, Fla.—Granted license covering changes in facilities of tv broadcast station, and specify studio location.

WSYR-TV Syracuse, N. Y. (main. trans & ant.)—Granted license covering change facilities of tv broadcast station; ERP vis. 100 kw, aur. 50 kw.

KABC-TV Los Angeles, Calif. (main trans. & ant.)—Granted license covering changes in tv broadcast station.

KGO-TV San Francisco, Calif. (main trans & ant.)—Granted license covering change facilities of tv broadcast station.

November 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

WJBL Holland, Mich.—Seeks license to cover cp which authorized new am.

KTVO (TV) Kirksville, Mo.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KMMT (TV) Austin, Minn.—Seeks mod. of cp to extend completion date to 4-20-57.

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp to extend completion date to 4-1-57.

RENEWAL OF LICENSE

KRAM Las Vegas, Nev.; KULE Ephrata, Wash.; KUSC (FM) Los Angeles, Calif.

November 7 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 15 to file response to that portion of "Petition to Enlarge Issues" which deals with comparative television coverage, filed by Department of Education of Puerto Rico in ch. 3 proceeding, Mayaguez, P. R. Action Nov. 6.

Meredith WOW Inc., Omaha, Neb.—Granted petition for extension of time to Nov. 30, to answer appeal filed by **KODY North Platte, Neb.**, from order of Chief Hearing Examiner filed Oct. 15, granting petition to intervene of Meredith WOW Inc., in KODY am proceeding. Action Nov. 6.

By Chief Hearing Examiner James D. Cunningham

Jesup, Ga.—Upon request of **Altamaha Bcstg. Co., Jesup**, order that oral argument on its motion to dismiss with prejudice am application of **Wayne Bcstg. Co., Jesup**, will be held commencing at 9:30 a.m., Nov. 6. Action Nov. 1.

Babylon, N. Y.—Because of illness of examiner assigned to preside in proceeding on am application of WGLI Inc., Babylon, ordered that hearing is continued from Nov. 2 to Nov. 9. Action Nov. 1.

Victoria, Tex.—Because of illness of examiner assigned to preside in ch. 19 proceeding, Victoria (**Victoria Television Co.** and **Alkek Television Co.**), ordered that prehearing conference is continued from Nov. 2 to Nov. 9. Action Nov. 1.

Trebit Corp., Flint, Mich.; W. S. Butterfield Theatres Inc., Flint—Granted joint motion for extension of time from Nov. 2 to Nov. 7 to file responses to petition of **Lake Huron Bcstg. Corp.**, Saginaw, to intervene in ch. 12 proceeding, Flint. Action Nov. 2.

KOBY San Francisco, Calif.—Ordered that hearing shall commence on Jan. 16, in matter of application for consent to assignment of license of **Bay Radio Inc.** (KEAR, now changed to KOBY), San Francisco, to **Mid-America Bcstrs. Inc.** Action Nov. 5.

Little Rock, Pine Bluff, Ark.—Due to illness of examiner assigned to proceeding on am applications of **Sepia Bcstg. Co.**, Little Rock, and **Radio Pine Bluff**, Pine Bluff, hearing conference scheduled for Nov. 7 and formal hearing scheduled for Nov. 15 are continued indefinitely. Action Nov. 6.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On oral request of applicants in am proceeding (**Grand Prairie Bcstg. Co., et al.**), and without objection by Broadcast Bureau, ordered that further hearing is scheduled for 2 p.m., Nov. 2. Action Oct. 31.

Pachuta, Laurel, Miss.—On oral request of applicants, and without objection by Broadcast Bureau, ordered that hearing is continued from Nov. 5 to Nov. 26, on applications of **Mississippi Bcstg. Co.** (WCOC-TV), Pachuta, and **Laurel Television Co.**, Laurel (ch. 7). Action Nov. 1.

Rochester, Minn.—To accommodate hearing examiner's schedule, and without objection by counsel for parties, ordered that hearing now scheduled for Nov. 15 is rescheduled for Nov. 14 re am application of **Rochester Bcstg. Co.** Action Nov. 5.

Indian City Bcstg. Co., Anadarko, Okla.—Granted "Request for Continuance" in proceeding on its am application and date for applicant to furnish proposed exhibits is extended from Nov. 5 to Nov. 19; start of evidentiary hearing is continued from Nov. 21 to Dec. 6; date for applicant to advise of its plans, if any, to call any other witnesses is extended from Nov. 9 to Nov. 23, and date for Broadcast Bureau to notify counsel for applicant of its desire to cross-examine applicant's engineer is extended from Nov. 15 to Nov. 29. Action Nov. 5.

Mount Kisco, N. Y.—On oral request of counsel for applicant, and without objection by counsel for other parties, ordered that further hearing in proceeding on am application of **Radio Mount Kisco Inc.**, is continued from Nov. 5 to Nov. 7. Action Nov. 5.

WCBQ Sarasota, Fla.—Granted motion for further continuance of hearing from Nov. 6 to Nov. 28 re its applications for cp to replace expired cp and for mod. of cp. Action Nov. 5.

By Hearing Examiner Hugh B. Hutchison

Plainview, Slaton, Tex.—Ordered that prehearing conference will be held on Nov. 26 in proceeding on am applications of **Plainview Radio**, Plainview, and **Star of the Plains Bcstg. Co.**, Slaton; no witnesses will be examined on date indicated and record will not be opened. Action Nov. 5.

Is Your Listing Correct?

FINAL preparation of the 1957 BROADCASTING YEARBOOK & MARKETBOOK is underway. Am and fm stations, as well as other firms in related radio fields, which have not returned their completed questionnaires are urged to do so immediately. Concerns, which should be listed in the directory YEARBOOK & MARKETBOOK but which have not received questionnaires are asked to contact B•T, 1735 DeSales St., N. W. Washington, D. C.

November 7 Applications

ACCEPTED FOR FILING

Modification of Cp

WNEM-TV Bay City, Mich.—Seeks mod. of cp to extend completion date to 1-15-57.

License to Cover Cp

WJOE Ward Ridge, Fla.—Seeks license to cover cp which authorized new am.

RENEWAL OF LICENSE

KROG Sonora, Calif.

UPCOMING

NOVEMBER

Nov. 14: Maine Radio & Television Broadcasters Assn., August House, Augusta.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., Santa Rita Hotel, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 23-25: National Assn. of Television & Radio Farm Directors, Conrad Hilton Hotel, Chicago.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 28-30: Sigma Delta Chi national convention, Louisville.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

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Elections: Status Quo

RESULTS of last week's national elections portend retention of the *status quo* in the relations of government toward telecommunications. Re-election of the Eisenhower-Nixon team augurs no change either in administration attitude toward broadcast regulation or in the general makeup or philosophy of the FCC.

And retention of control of Senate and House by the Democrats would indicate no change in Congressional attitudes, except for the prospect of somewhat dampened investigatory ardors, now that the elections are over. With the exception of the chairmanship of the House Interstate Commerce Committee, which passes from the late Rep. Percy Priest (D-Tenn.) to Rep. Oren Harris (D-Ark.) as ranking majority member, no other changes in important committee chairmanships on either side are likely.

This is not to say that the various committees that have been investigating broadcasting—mainly television—are going to fold their tents. Chances are the same committees will continue to probe and to duplicate one another's work, wasting the time of the FCC and of licensees, and spending the taxpayers' money with abandon. But the activity may come in fits and snatches, until 1958 when the by-elections approach.

The past year or so has been a nightmare for broadcasters and for the FCC. It was a period of unprecedented Congressional investigations triggered by the uhf-vhf dispute and by a rash of inquisitions into purported monopoly control in television. The Congress which convenes in January is a new legislature and it starts from scratch. But since the Democratic control continues and few important changes on committees dealing with communications are indicated, it is to be presumed that the same lines of inquiry will be pursued.

No changes are in the immediate offing on the FCC. The next term expiration is that of Chairman George C. McConnaughey on June 30, 1957. He assumed office in 1954 and was promptly named chairman by President Eisenhower. His nomination for a new seven-year term should be virtually automatic, since he has handled the admittedly difficult task efficiently and with a minimum of discord. Moreover, his Congressional relations have been unusually good, even though he is a Republican and the Congress has been under Democratic control.

With the election behind them, it is to be hoped that broadcasters will be given respite from the inquiries that have plagued them so they can turn their hands full time to the task of building and stabilizing their businesses. And the FCC, if relieved of the necessity of spending half of its time shuttling between the Post Office Building and the Capitol, would be in a better position to catch up on its own work and perhaps have time to decide those ancient cases that have been mildewing for from two to 10 years.

It's About Time

IT IS unpleasant and yet gratifying to learn that the Television Code Review Board is cracking down, if that is not too strong a phrase, on stations which have persistently violated the code while displaying the code's Seal of Good Practice.

It is unpleasant because we would prefer not to believe that in today's television economy it is necessary for a station to accept tasteless advertising.

It is gratifying because, whatever we would prefer to believe, we know that some stations have been violating the commercial provisions of the code ever since the code's adoption. The longer these violations were permitted to go on without at least a moderate expression of disapproval, the more pointless the code appeared to be.

The code was pointless enough in its original conception.

At the time of the adoption of the code, which became effective March 1, 1952, we expressed skepticism of its purposes. It seemed to us that unless it were vastly more vigorously applied than its predecessor code for radio, the television code would degenerate into a document of cynical utility—to be displayed in answer to criticism while conditions that created the criticism were left unchanged.

We momentarily discarded our skepticism when, in September 1953, the Television Code Review Board announced it would take action against violators. At that time the board ordered Edward H. Bronson, director of tv code affairs, to begin intensive monitoring in search of commercial abuses.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Election didn't go his way last night!"

Mr. Bronson and his colleagues must have looked at an appalling volume of television advertising in the more than three years since then. The wonder is that so few violations were uncovered. It was not until some time in 1956 that the first code subscriber was asked to resign or voluntarily did so—the record is not clear as to which —because of non-conformance with the commercial provisions of the code.

Altogether, according to G. Richard Shafto, chairman of the Tv Code Review Board, whose exclusive interview appears in this issue, "five or six" stations have resigned as code subscribers in this year and three others are under close scrutiny and may be asked to resign unless they elevate their standards.

A penalty confined merely to the removal—by acquiescence—of the Seal of Good Practice without public announcement of any kind does not appear harsh enough for any station which willfully disregards the principles which the seal represents. Yet this approach, however temperate, does have its practical merits: It at least guarantees that the seal will not be shown by a substandard station; it does not precipitate a public scandal which might easily result in wrongly creating an impression that stations other than the offender were involved.

As a long-range procedure, the "unpublicized resignation" policy now in force could be effective—if conscientiously pursued.

But it will do no good to arrange the resignations of a few violators this year if there is no firm intent to continue monitoring and ousting offenders in the future. The Seal of Good Practice will be meaningful only when a viewer can depend upon its being shown only by stations which fully abide by the standards.

That Idiotic Sec. 315

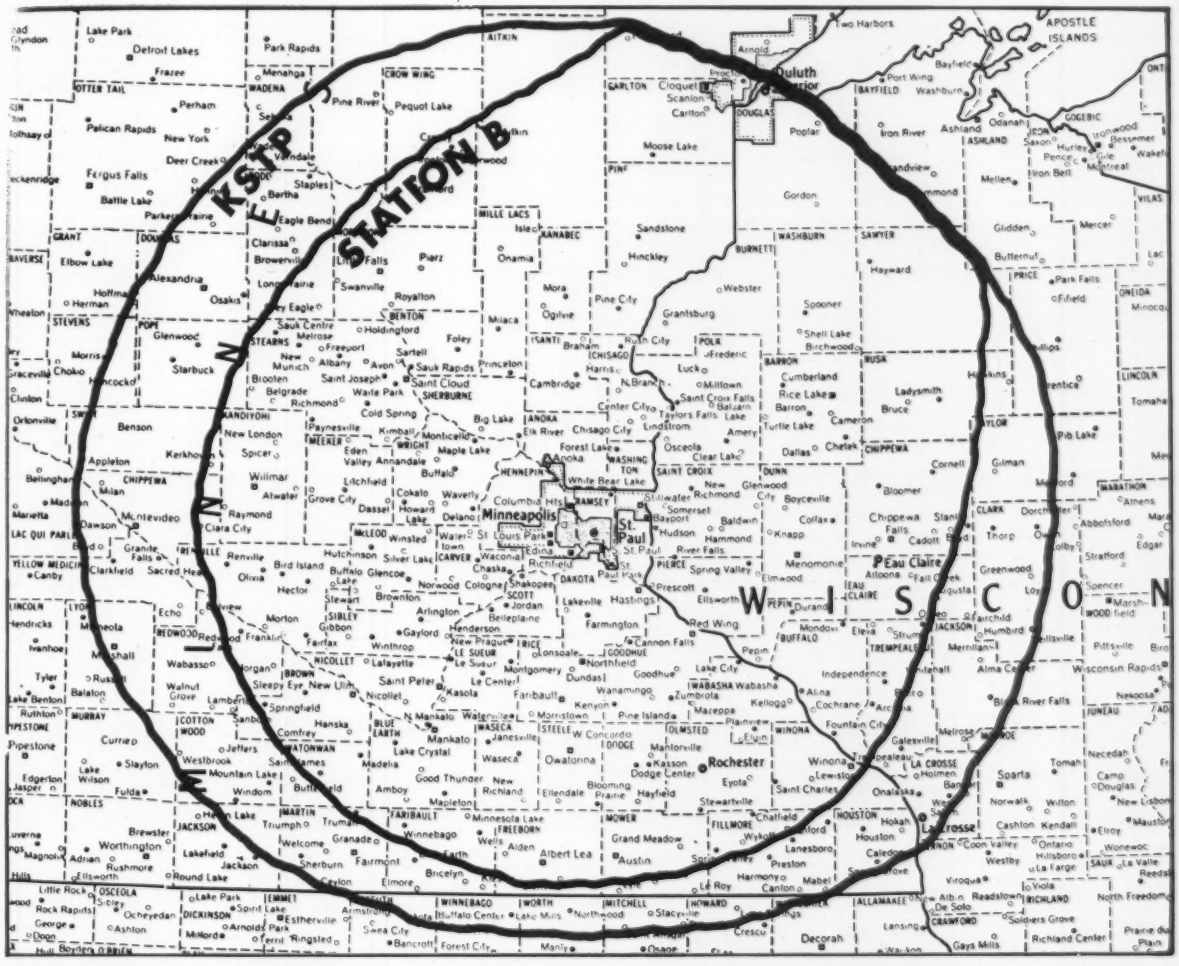
FOR broadcasters, no review of the 1956 elections is complete without reference to the inane law that governed their presentation of politics in the campaign period preceding the election.

Since the adoption of Sec. 315, the political broadcasting law, in 1934, no national election campaign has occurred without irritating and costly crises for broadcasting.

The trouble is, of course, that no federal statute can successfully substitute for intelligent editorial discretion. This point was made embarrassingly clear when the FCC tried to interpret the law as it applied to President Eisenhower's Oct. 31 speech on the foreign situation.

On Nov. 1 a majority of the FCC said it could not decide whether the speech fell under Sec. 315 and hence whether competing candidates were entitled to equal time. Last Monday, the majority found the speech was not political. Meanwhile, the networks had given Mr. Stevenson and several splinter party candidates the time.

Unless broadcasters unite in finding a suitable cure for the present idiocies of the political broadcasting law, it will be difficult to believe that they are serious when they talk about freedom of broadcasting.



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**Advertising Research Foundation Report "U.S. Television Households," March, 1956.*

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